

WINTER  
1985  
SUPER  
SPECIAL

THE WORST FROM  
**MAD**

OUR  
PRICE

THE WORST FROM

WINTER  
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**MAD**

OUR  
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\$2.50  
CHEAP!



WINTER  
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SUPER

**MAD**

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THE WORST FROM

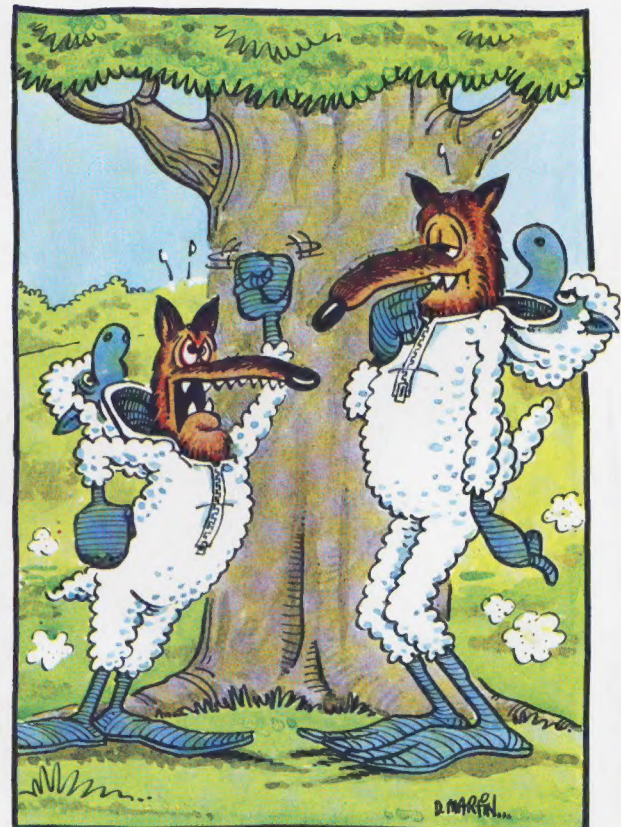
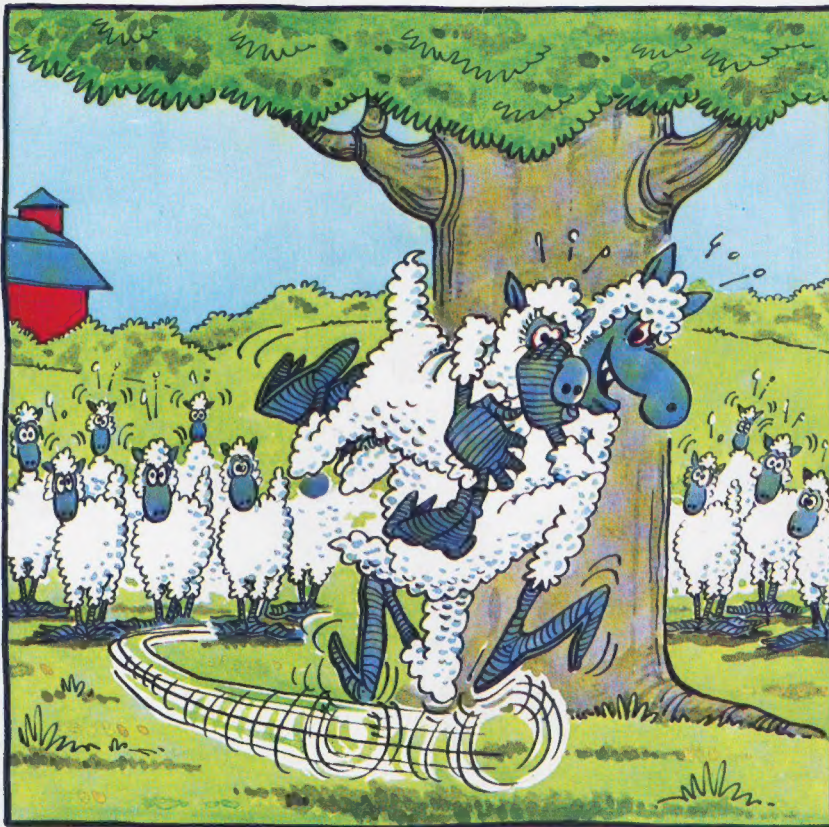
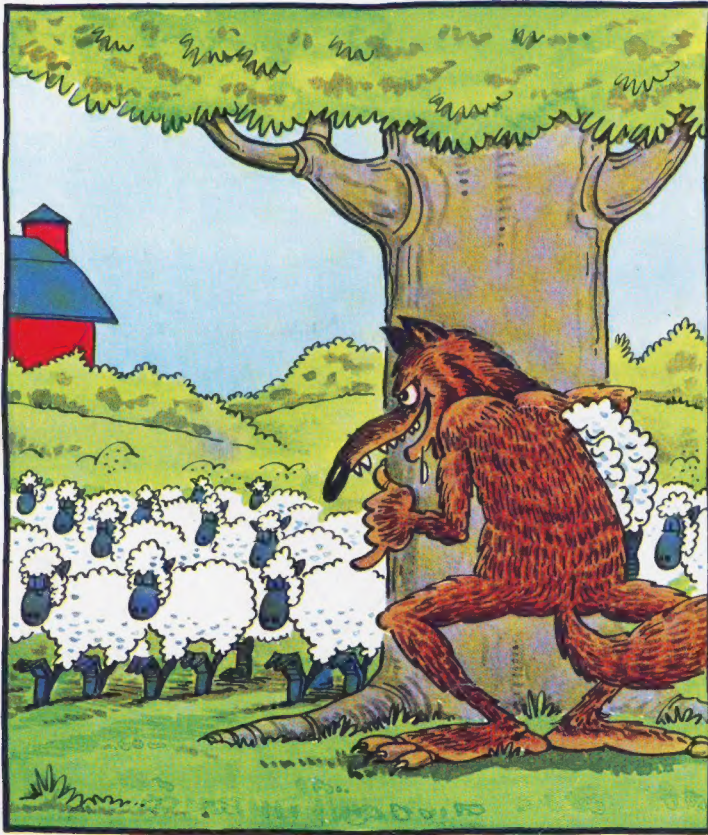
OUR  
PRICE  
\$2.50  
CHEAP!

96 PAGES OF THE BEST OF THE WORST  
SLOP DISHED OUT IN PAST ISSUES





# ONE THURSDAY AFTERNOON AT THE EDGE OF A MEADOW





# SUPER SPECIAL NUMBER 53 THE WORST FROM MAD



**WILLIAM M. GAINES** *publisher*

**ALBERT B. FELDSTEIN, NICK MEGLIN, JOHN FICARRA** *editors*  
**LEONARD BRENNER** *art director*      **TOM NOZKOWSKI** *production*

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**JACK ALBERT** *lawsuits*      **ANNE GRIFFITHS** *logistics*

**CONTRIBUTING ARTISTS AND WRITERS**

*the usual gang of idiots*

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COVER ARTIST: BOB CLARKE

COVER IDEA: DON EDWING

**MAD WINTER '85 SUPER SPECIAL NUMBER 53.**  
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*Printed in U.S.A.*

In 1956, a wonderful, exciting motion picture came out, entitled, "Invasion Of The Body Snatchers." Well, recently, some money-hungry Hollywood wise men figured: If it was good then, imagine how great it could be now! And they were right! The original is still wonderful! Unfortunately, this re-make is merely an attempt to cash in on the Science-Fiction craze and reap big profits. That's why our version is called . . .



Something strange is happening! I have to talk to you!

Go ahead! I'm all ears!

If you think he's all ears now, you should have seen him in "Star Trek"!

They're EVIL!! They're trying to take away my body and REPLACE it!!

If they replace it with—say—Ann-Margret's, then they're not so evil!!

I don't want them to turn me into a mindless, unfeeling clod! What will my patients think?!

What do you do?

I'm a Dentist!

A Dentist?!? Don't worry! They'll never notice the difference!

Hey, look! We are taking on the shapes of Human Beings! Isn't that interesting?!?

Interesting . . . but very embarrassing!

Why is it embarrassing?

How will I ever explain that my parents are LIMA BEANS!?

Don't be concerned! On Earth . . . EVERYONE is ashamed of his parents!

BURPEE SEED Co.

H.Q. Drucker





# Invasion Of The Booty Snatchers

ARTIST: MORT DRUCKER

WRITER: STAN HART



Jeff, look at this strange flower! I picked it in the park today! And what's really strange is . . . it wasn't there yesterday!!

I just can't believe that!

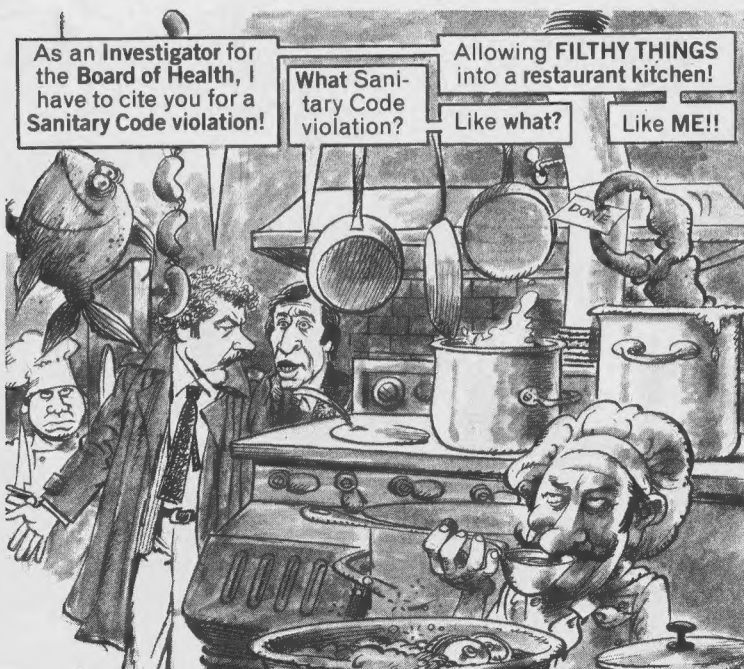
What? That it grew so fast?

No . . . that a girl with a full-time job . . . like you . . . has time to sit in the park every day and count the flowers!!



It says here that this kind of flower only grows in dull, lifeless, dreary surroundings!

It should grow into a **TREE** in **THIS** movie!!



As an Investigator for the Board of Health, I have to cite you for a Sanitary Code violation!

What Sanitary Code violation?

Allowing **FILTHY THINGS** into a restaurant kitchen!

Like what?

Like **ME!!**



Okay, what's in this stew??

Beef and vegetables!

Yeah? And what else?

Ahh, but I cannot tell you! It is my secret ingredient!

This is a rat turd!

Sacre bleu, you have discovered my secret ingredient!

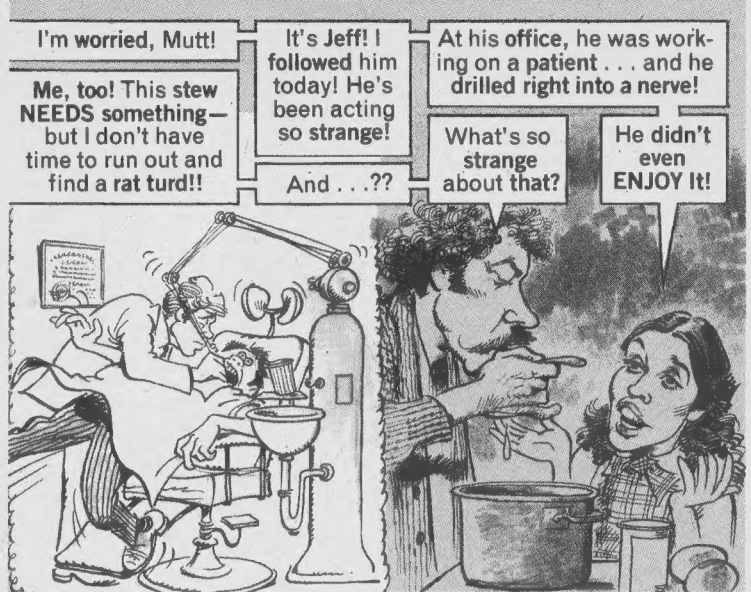




Jeff, what is it? What are you doing?!? Why are you walking around like a zombie?

Our relationship is deteriorating! Why don't you answer me? Why are you ignoring me? It's not normal, acting like this!!

Why don't we stop living together, and get married?!? Then, it would be normal!!



I'm worried, Mutt!

Me, too! This stew **NEEDS** something—but I don't have time to run out and find a rat turd!!

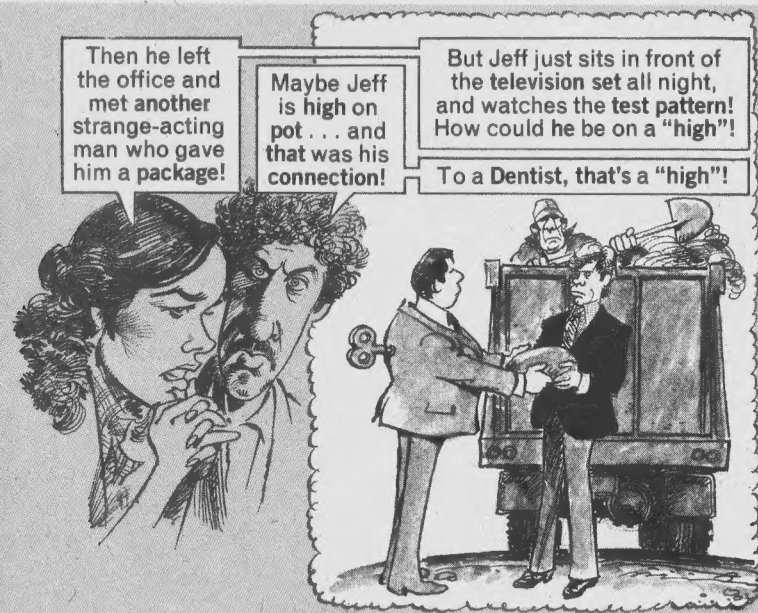
It's Jeff! I followed him today! He's been acting so strange!

And . . .??

At his office, he was working on a patient . . . and he drilled right into a nerve!

What's so strange about that?

He didn't even **ENJOY** it!



Then he left the office and met another strange-acting man who gave him a package!

Maybe Jeff is high on pot . . . and that was his connection!

But Jeff just sits in front of the television set all night, and watches the test pattern! How could he be on a "high"!

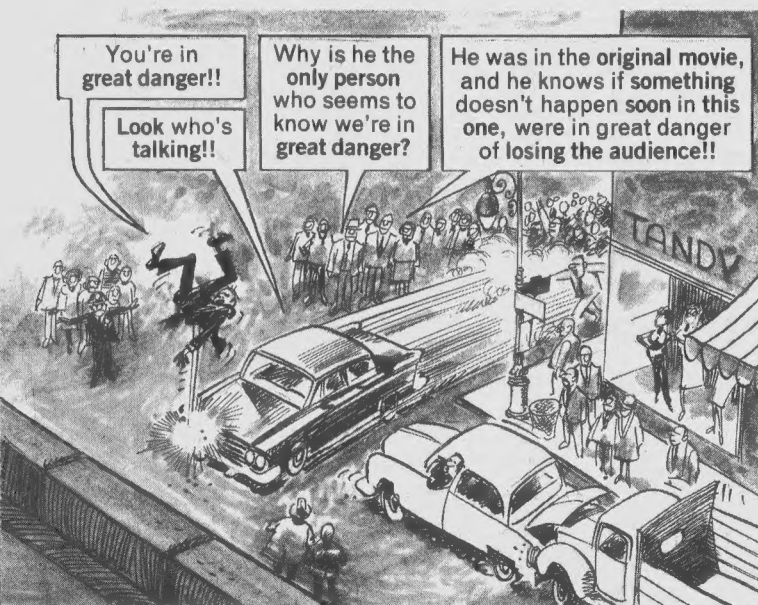
To a Dentist, that's a "high"!



You're in great danger! You're in great danger!

Why do you say that?!?

Many reasons, not the least of which is: You can't see where you're driving with me laying over your windshield!

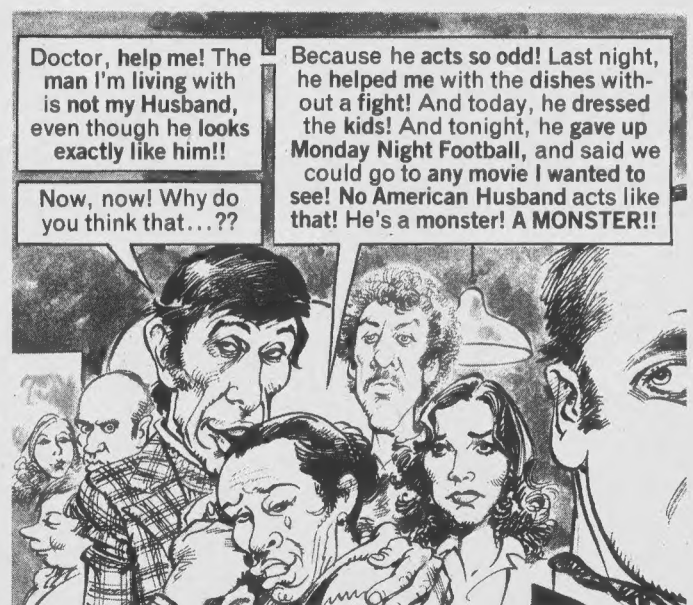


You're in great danger!!

Look who's talking!!

Why is he the only person who seems to know we're in great danger?

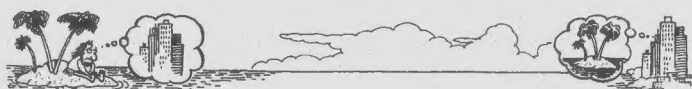
He was in the original movie, and he knows if something doesn't happen soon in this one, we're in great danger of losing the audience!!



Doctor, help me! The man I'm living with is **not** my Husband, even though he looks exactly like him!!

Now, now! Why do you think that . . .??

Because he acts so odd! Last night, he helped me with the dishes without a fight! And today, he dressed the kids! And tonight, he gave up Monday Night Football, and said we could go to any movie I wanted to see! No American Husband acts like that! He's a monster! A **MONSTER**!!







There's a simple psychological explanation for your confusion. You're working out a sublimated quasi-functional fixation that you've repressed to avoid any conflict with your id and ego!

Does he know what he's talking about?

He doesn't have to ... as long as his PATIENTS don't!!

But don't you call that sort of double-talk "unfair" ...??

No, I call it "Psychiatry"!



I called you, Mutt, because something horrible happened! Under this sheet is the most revolting, ugliest creature I have ever seen...

Come on, now! You must be exaggerating!

Here...! See for yourself!

Good Lord!! You're right! That IS disgusting!!

Yeah?! Well, you don't look so hot yourself!!

Oooops! Sorry!! Wrong table!!



Yecch! Someone whirled to death by a Cotton Candy machine!

But he's not dead! He's alive! He opened his eyes, looked at me, then closed them!

That just proves the creature has intelligence!

Why do you say that?

No one in his right mind wants to look at you without your MAKE-UP on!!



My God! There's Liz... and next to her, an exact duplicate of her! Except that the DUPLICATE is completely NUDE!

I've got to get her OUT of here, and go somewhere safe... where we can start a new life and have fantastically wonderful times together!!

No... on second thought... maybe I better save LIZ!!



You must stay awake! Please! You can't sleep!

Why not...?

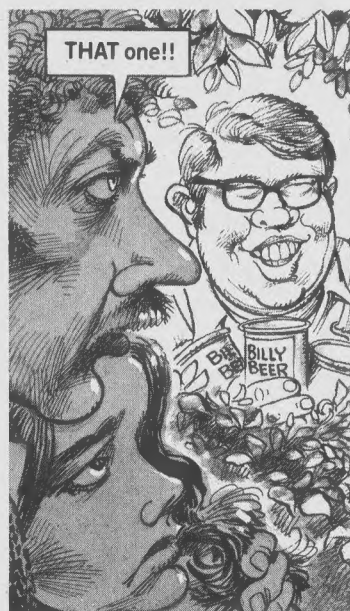
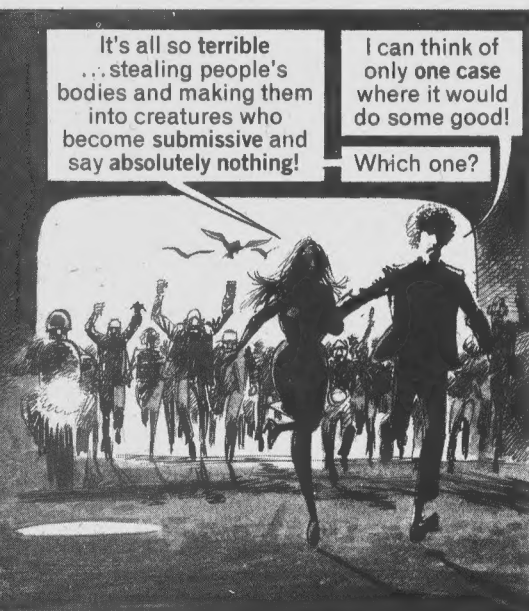
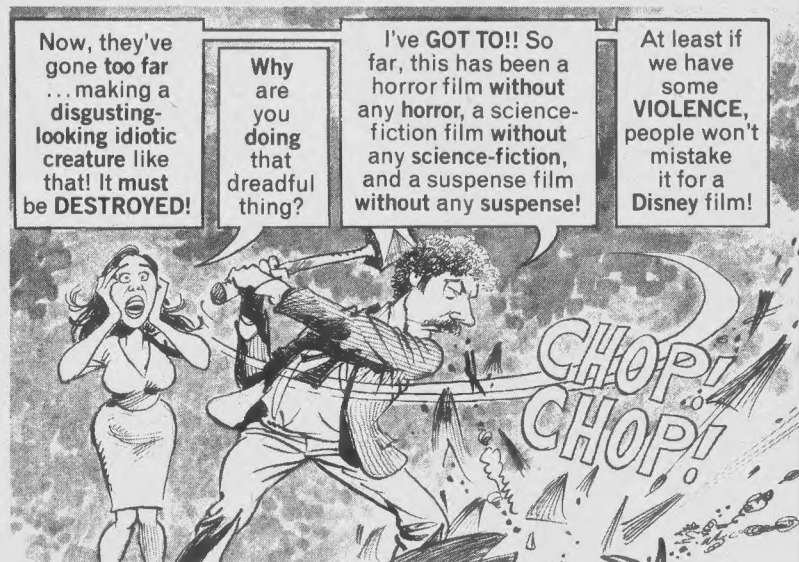
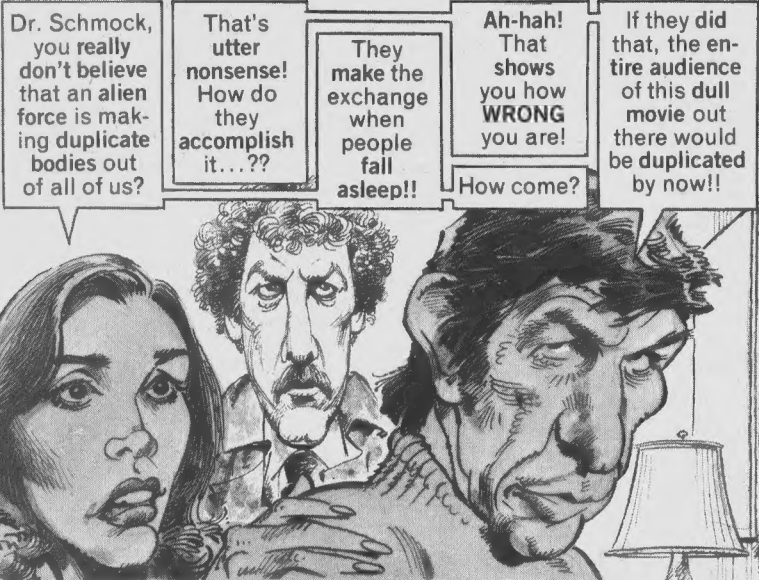
Because it will be so terrible! First, when you sleep, they steal your body! And worse—

What, Mutt? What...?

When you wake up, your BREATH is so AWFUL!!











Gasp! Gasp! We'll be safe here!

Remember now, you can't fall asleep for even a moment!

Really? Then why did you make me run all over town and get tired out, instead of just hiding...?!

I was worried about your resistance...!

You wanted to build it up?

No... tear it down!



Here's something that will help you...! Take six of these pills!

What are they...??

Uppers! They'll keep us awake until morning! And better take one of these also!

What's this for...?

Birth control! It'll keep us **BUSY** until morning!!



So the famous Doctor is actually the **LEADER** of the **INVADERS**!

That's correct! We've come from another planet—blown here by seeds—and we intend to take over your Earth—city by city!

So, first you take over San Francisco and make everyone here into the same mindless empty person!

That's right!

And then you take over New York!

Right!

And then you take over Chicago!

Right!

And then... Los Angeles!

Wrong! We don't have to! In Los Angeles, they're that way already!



This will make you sleep! When you wake up, you will smile constantly and be emotionless and untroubled by any creative thoughts!

Mutt, do you know what this means??!

Yeah! I could be President of the United States!!



Take that...! And that...!!

If I had any "normal" human senses, I would have said "Ow!"

If you had ANY sense at ALL, you wouldn't have been in this movie in the **FIRST** place!!



Run, Liz! Keep on running!!

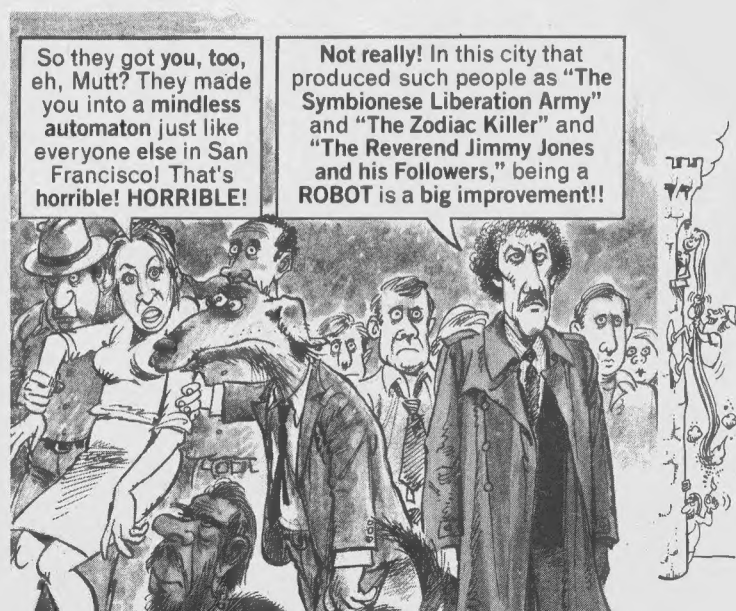
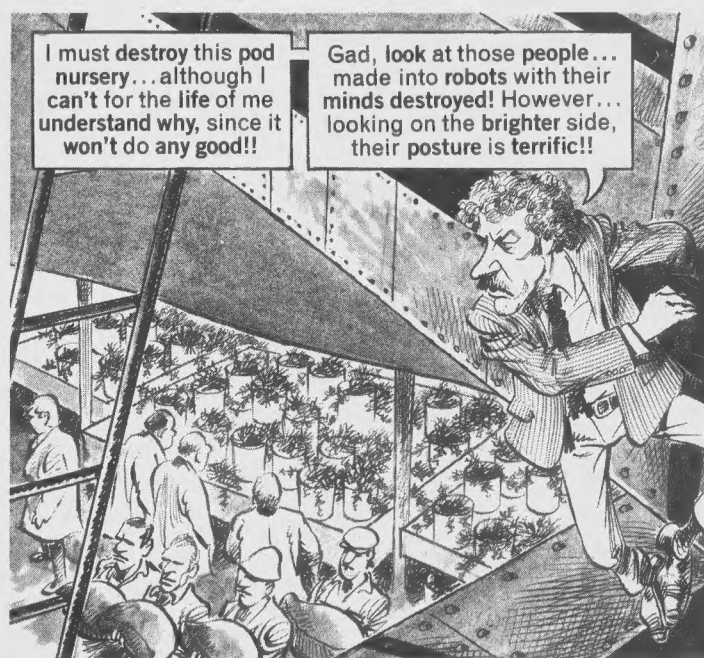
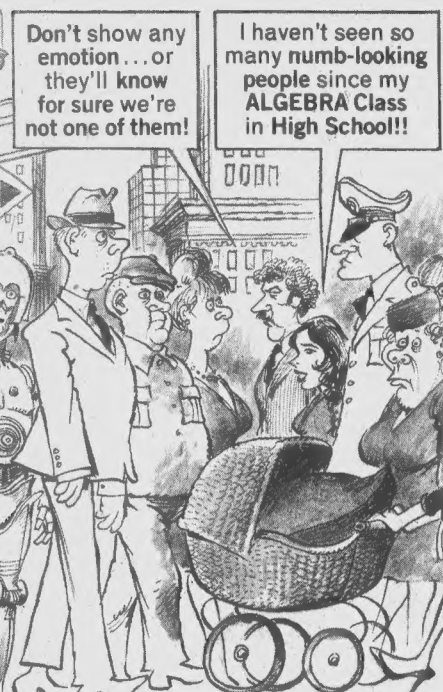
What's the use?! They're going to kill us anyway!!

But—gasp—look at the brighter side!!

What brighter side?

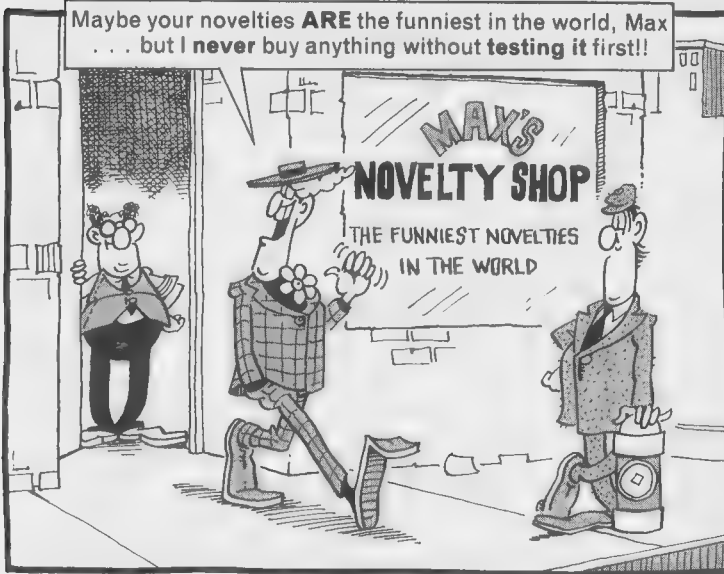
When you **DIE**—puff-puff—you'll be in **GREAT SHAPE**!







# ONE MORNING AT MAX'S NOVELTY SHOP

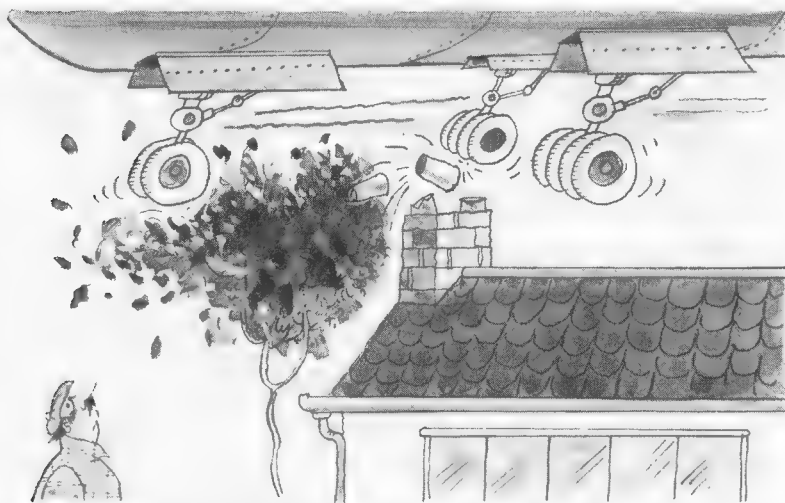




# WAIT TILL YOU GET H



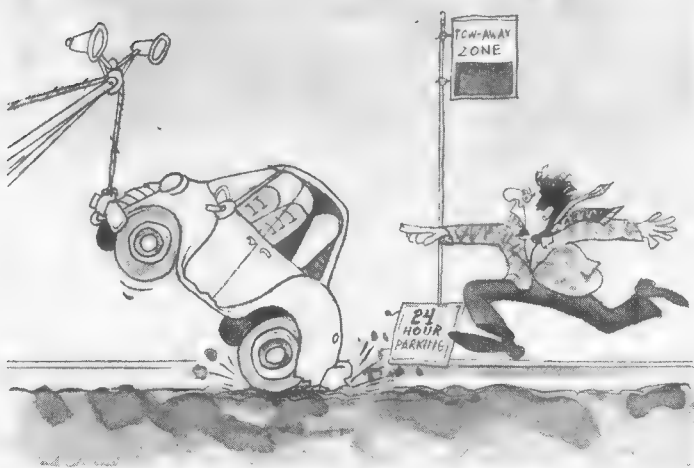
...news teams of the major TV Networks are parked on your lawn.



...your home is in the path of the new airport's landing pattern.



...your Wife has volunteered your house as Headquarters for the School Board elections.



10 ...parking regulations on your street have been changed.



...your Son, while away at school, had himself tattooed.

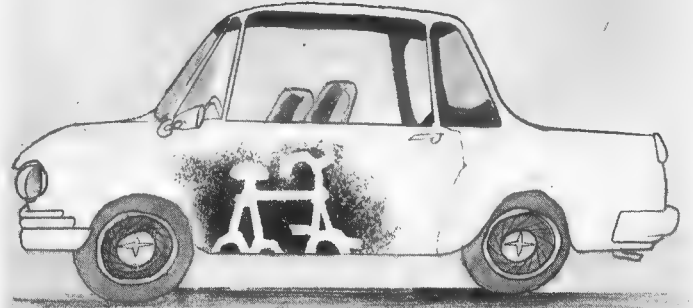


# COME AND FIND THAT...

ARTIST & WRITER: PAUL PETER FORGES



...your do-it-yourself wallpapering job has come unglued.



...somebody spraypainted something against your new car.



...the container of stool specimen you forgot on the bus had your name and address on it.



...a computer has found you and your seven unpaid traffic tickets.



...the weeds in your herb garden can be smoked in skinny cigarettes.





Darn it!  
We had a  
surprise  
test in  
Chemistry  
today!

I hate when Teachers  
pull sneaky things like  
that! They must have  
sadistic streaks! The  
least they could do is  
give a little warning!

We had a **TWO WEEK** warning! We  
reviewed the entire mess of un-  
intelligible material **every day!**  
We dealt in formulas and symbols  
and elements! Most of the time,  
I didn't know what in heck the  
Teacher was talking about!

And every night,  
I sweated over  
homework on the  
same impossible  
subject matter!

So why do  
you call  
it a  
"surprise  
test"?!?

Because I **PASSED!!**



BERG'S-EYE-VIEW DEPT.

# THE LIGHTER SIDE OF...

# SUR

I tell you, Doctor,  
even though I'm  
dieting, I'm still  
gaining weight!

You  
might  
be  
pregnant!

WHAT?! THAT  
CAN'T BE!!  
I USE BIRTH  
CONTROL PILLS!

That's not  
a hundred  
percent  
certain!

Then what is?!

Abstinence!

Would you give me a  
prescription for it?!

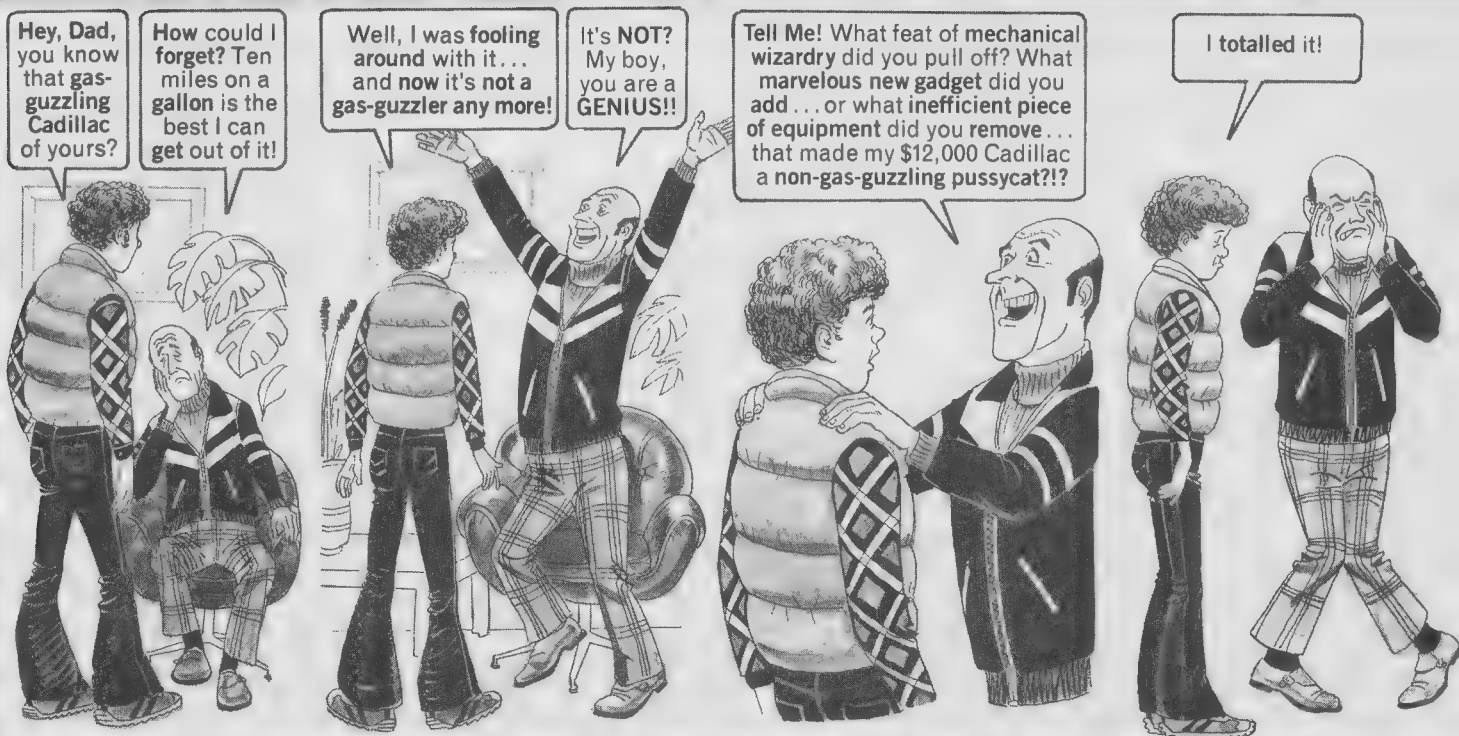




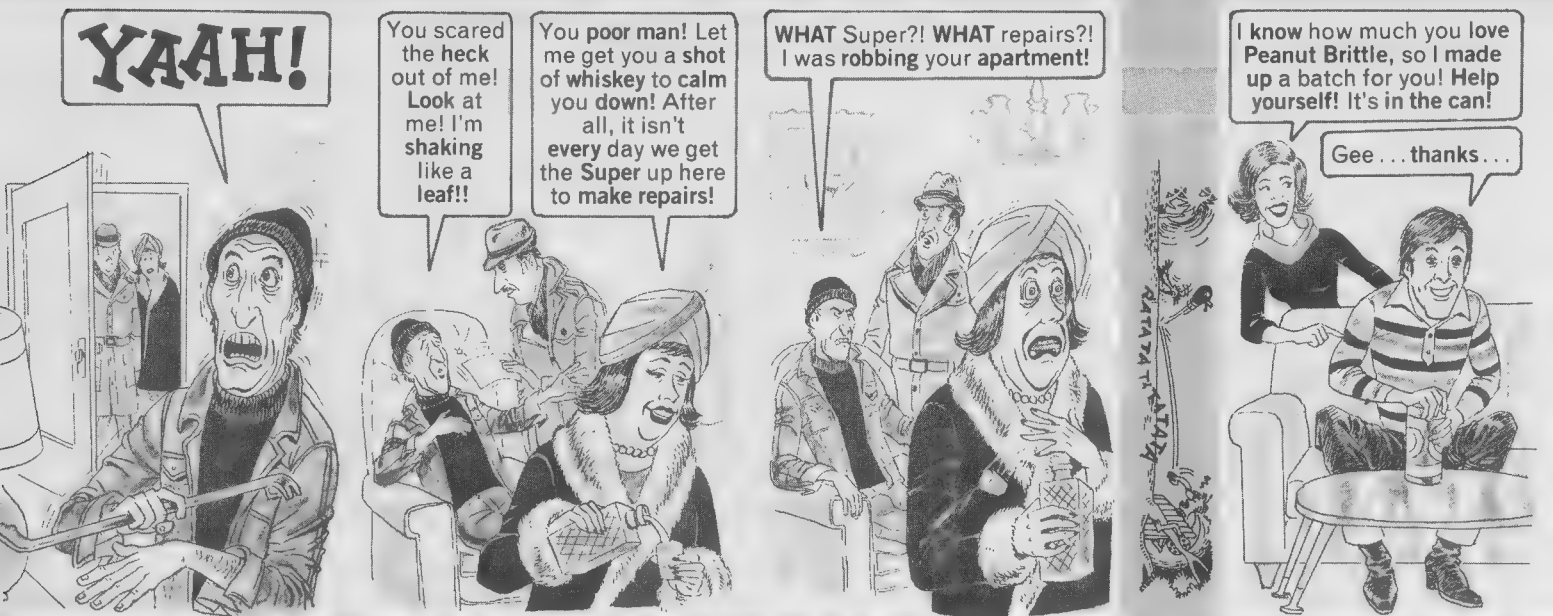


# PRIZES

ARTIST & WRITER:  
DAVE BERG







Don't bother saying it! I know the routine by heart! You don't like the crowd I'm running around with!

And you think I've been popping qualudes ... or smoking pot ... or guzzling booze ... or making out with some bum in the back seat of a car!

And I had you worried sick ... and this is an ungodly hour for a girl my age to be coming home!

Oh ... ??? Were you out!?



**YAAAH!**

HA-HA!! That was hilarious! The look of surprise on your face was absolutely priceless!

But all kidding aside, this is the **REAL** Peanut Brittle I made for you! Tell me how you like it!

YECCH! I'd rather have the can of snakes!!



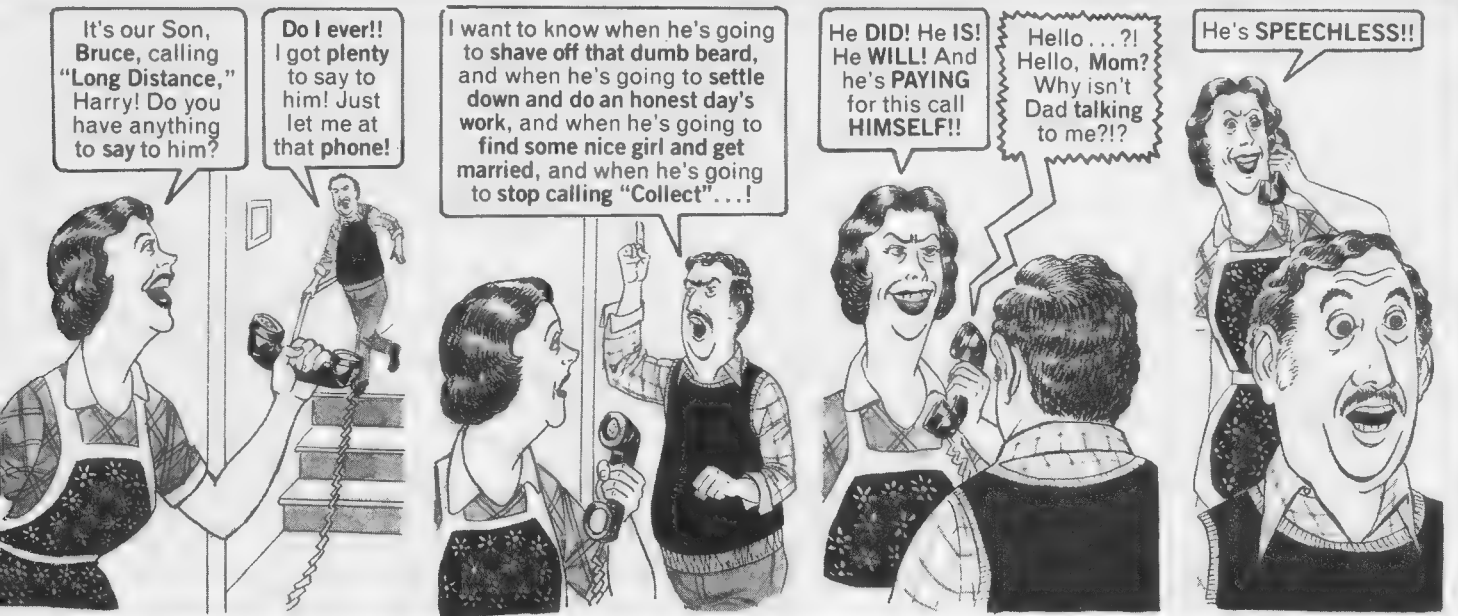
Just wait, Mom, Dad! You're going to **LOVE** Millie! She's something that hardly exists today! An old-fashioned girl!

Hey, Millie! C'mon down! I've got a surprise for you!!

I'm coming, Darling!







# ONE MORNING IN A BUS TERMINAL





## SIC TRANSIT GLORIOUSLY DEPT.

Nowadays, Travel Agencies are packaging all kinds of tours for all kinds of people with all kinds of special interests, all designed to help them relax, leave their tensions behind and have a good time. But that doesn't make any sense. People work hard their whole lives developing their tensions, mainly in the form of their neuroses! Why should they want to give them up? The truth is...most people prefer to carry their neuroses with them! So why not design tours specifically for them? Here we go again with another of

# THE MAD TRAVEL AGENCY'S SPECIALIZED TOURS FOR YOU AND YOUR NEUROSIS



**THIS ISSUE:  
A SEVEN DAY TOUR OF  
ISRAEL  
FOR THE  
GUILT-RIDDEN**

ARTIST: HARRY NORTH, ESQ.  
WRITER: STAN HART

## DAY 1

You depart from Kennedy Airport, N.Y. and immediately feel terrible about all the poor and disadvantaged people who are forced to remain behind in Fear City. Because you're traveling at Tour-Group-Rates, you're suddenly concerned that, by not paying full fare, you're responsible for putting some airline employees out of work, thereby bringing on another recession. On the flight over the Atlantic, you'll have plenty of time to ask yourself what you've done to deserve such a wonderful vacation (Especially since the Cleaning Girl at the office works much harder than you, and she can't even afford to go crosstown on the bus!). You'll be assigned a window seat, so if you must go to the bathroom in the middle of the night, you'll have to disturb your sleeping neighbors and you can feel absolutely awful about that. The food aloft isn't all that good, but you'll eat every morsel, remembering that there are millions of people in the world who are starving.

## DAY 2 & 3



Due to heavy air traffic, your flight will not arrive at Tel Aviv on time, but you'll feel that this is only fair because when you were 5 years old, you were once late for dinner and kept your poor Mother waiting. You'll also be able to feel guilty about causing the other passengers this inconvenience just because you were a rotten kid. You'll have a typical Israeli breakfast and experience disturbing feelings because you usually have bacon and eggs at home. In the afternoon, you'll shop in modern Tel Aviv and become aware that it is an all-Jewish city, making you feel terrible that none of your best friends are Jewish. (If you already *are* Jewish, you'll feel terrible that none of your best friends are Jewish *enough*!) The next day, you'll travel to Jaffa where Jonah embarked upon his famous voyage, reminding you that you never sent a check to that ecology group trying to preserve the endangered sperm whale (Their extinction will now be upon your head!).

#### DAY 4



You are transported to Mt. Beatitudes, where Jesus preached, and you'll recall the time you hit your thumb with a hammer and used His name in vain. You'll see the spot where Jesus chose his Twelve Apostles, and realize that He would never have chosen you, considering all the depraved things you've done in your life (like trying to re-use partially-cancelled postage stamps, or finding a dime on the street and not reporting it to the authorities). Your Israeli Guide will try to make your bus trips more interesting by telling you about the accomplishments of co-religionists like Albert Einstein, Sigmund Freud and Jonas Salk, and you'll feel absolutely awful when you can't stop thinking about other co-religionists like Louis Lepke, Bugsy Siegel and Mickey Cohen.

#### DAY 5



You'll visit Cana, where Christ performed the miracle of turning water into wine, and you'll loathe yourself for wondering if anyone examined His sleeves before He did it. You'll travel through villages whose names are immortalized in the Bible, and feel positively sick when you realize that the last time you had a Bible in your hands was when you leaned on the hotel Bible to write postcards to the kids back home. When you arrive in Jerusalem, you'll visit Mt. Moriah where Abraham almost sacrificed his son, and you'll wonder if he felt as guilty as you do when you want to strangle your lousy kids.

#### DAY 6



Today, you will visit the Wailing Wall where hundreds of pious Jews are sobbing, and you'll be concerned that maybe it was something you said. From there, you'll travel to Bethlehem where Jesus was born, and you'll have a chance to feel totally contemptible because you know that if you'd been around at the time, you would have tried to spend as little as possible on a baby gift for Mary and the Youngster. Then you'll take a bus to the Dead Sea, the lowest spot on Earth... but not as low as you feel because, by this time you can't remember a single one of the thousands of names, dates and facts your Guide has told you. Was *Joshua* the brother of *Abraham*? Was *Moses* the uncle of *John The Baptist*? Was *Shadrach, Meshach and Abednego* the Israeli names for *The Three Stooges*?

#### DAY 7



In the morning, you'll visit the oasis where King Saul first met the shepherd, David, and you'll hate yourself for wondering why Saul was so attracted to David, and why David was so attracted to his sheep. You'll visit The Church Of All Nations and see Christians, Moslems and Jews living together peacefully, and you'll feel like a total failure for never succeeding in getting your Son and Daughter together for five minutes without all that spitting and the fighting. That afternoon, you'll board your jet for your flight home, feeling as guilty about leaving Israel as you felt about arriving in Israel.





## ILL LOGIC DEPT.

There was a time when we Americans prided ourselves on being practical, clear-headed people. Unlike the world's older societies, we didn't have all the entrenched customs and fears that made us hang onto idiotic ideas just because our ancestors had thought of them first. Nope, we were too flexible and open-minded to fall into that trap...until recently. Now, long years of listening to such fuzzy thinkers as politicians, news commentators and TV advertisers have finally made us all soft in the head. As a result, we've come to view our lives and the world around us with the same amazing lack of logic that we've learned from our peerless leaders. If you have any doubts, just consider these generally accepted attitudes toward modern life, and then ask yourself the question:

# WHY DO WE

## WHY DO WE ASSUME IT MAKES SENSE . . .



...to slave and sacrifice to get into an exclusive college with a world-renowned faculty, and then cut every class where the prof doesn't take attendance?

## WHY DO WE ASSUME IT MAKES SENSE . . .



...to blow our life savings on a trip to Europe when it's possible to find places right here at home where we can be overcharged, short-changed and treated with utter contempt?

## WHY DO WE ASSUME IT MAKES SENSE . . .



...to gamble at a Las Vegas Hotel that just built a brand new 50-million dollar annex with the profits it made from its gambling casino?

## WHY DO WE ASSUME IT MAKES SENSE . . .



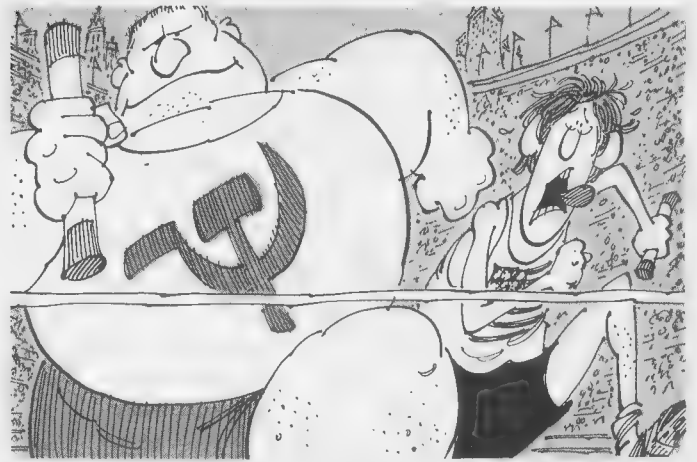
...to give Latino kids an equal chance to get good grades by educating them in Spanish, when it means they'll have no chance to get good jobs later on because they can't speak any English?

WHY DO WE ASSUME IT MAKES SENSE . . .



...to spend millions on a School Hot Lunch Program so poor kids can have nutritious meals, and then serve them watery glitch which isn't nutritious at any temperature?

WHY DO WE ASSUME IT MAKES SENSE . . .



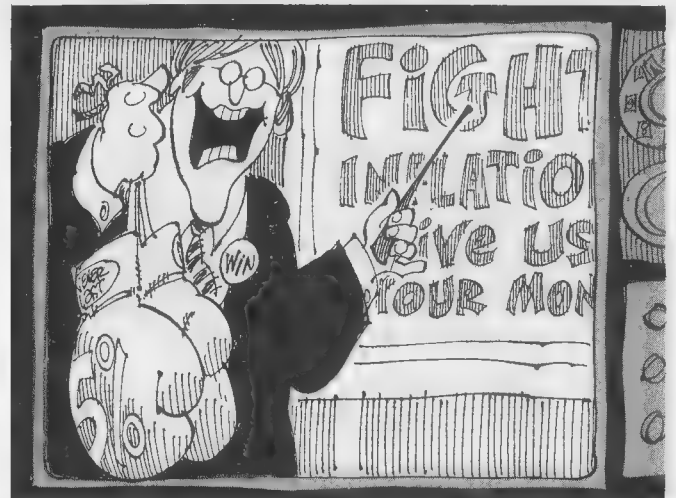
...to pay the Russians a fortune for the TV rights to the 1980 Olympics just so we can watch our athletes lose because they didn't have enough money to train properly?

# ASSUME IT

ARTIST: PAUL COKER

WRITER: TOM KOCH

WHY DO WE ASSUME IT MAKES SENSE . . .



...to plan for the future when the evening TV news keeps telling us that everything we eat, wear or breathe could kill us tomorrow?

WHY DO WE ASSUME IT MAKES SENSE . . .



...to believe those bank commercials that tell us we can outsmart a 9% inflation rate by opening an account that pays 5% interest?

# MAKES SENSE?



### WHY DO WE ASSUME IT MAKES SENSE . . .



...to confuse ourselves for years to come by converting to the metric system when it will only benefit the huge multi-national corporations that we've never really been too crazy about anyway?

### WHY DO WE ASSUME IT MAKES SENSE . . .



...to trust terrorists to keep bargains after they've already shown us we can't trust them to behave rationally under any circumstances.

### WHY DO WE ASSUME IT MAKES SENSE . . .



...to increase Social Security taxes while we cut income taxes, thereby leaving the same people broke...but for a different reason?

### WHY DO WE ASSUME IT MAKES SENSE . . .



...to spray American poisons on marijuana growing in Mexico when we know we can't stop the smugglers from bringing the deadly stuff into this country and selling it to Americans?

### WHY DO WE ASSUME IT MAKES SENSE . . .



...to allow famous lawyers the chance to gain publicity by defending homicidal maniacs, while minor offenders who may deserve a break usually don't have any lawyers at all?

### WHY DO WE ASSUME IT MAKES SENSE . . .



...to stop having our kids inoculated against polio because we think other parents have all had their kids inoculated, so there's nobody left to catch it from?

## WHY DO WE ASSUME IT MAKES SENSE . . .



## WHY DO WE ASSUME IT MAKES SENSE . . .



## WHY DO WE ASSUME IT MAKES SENSE . . .



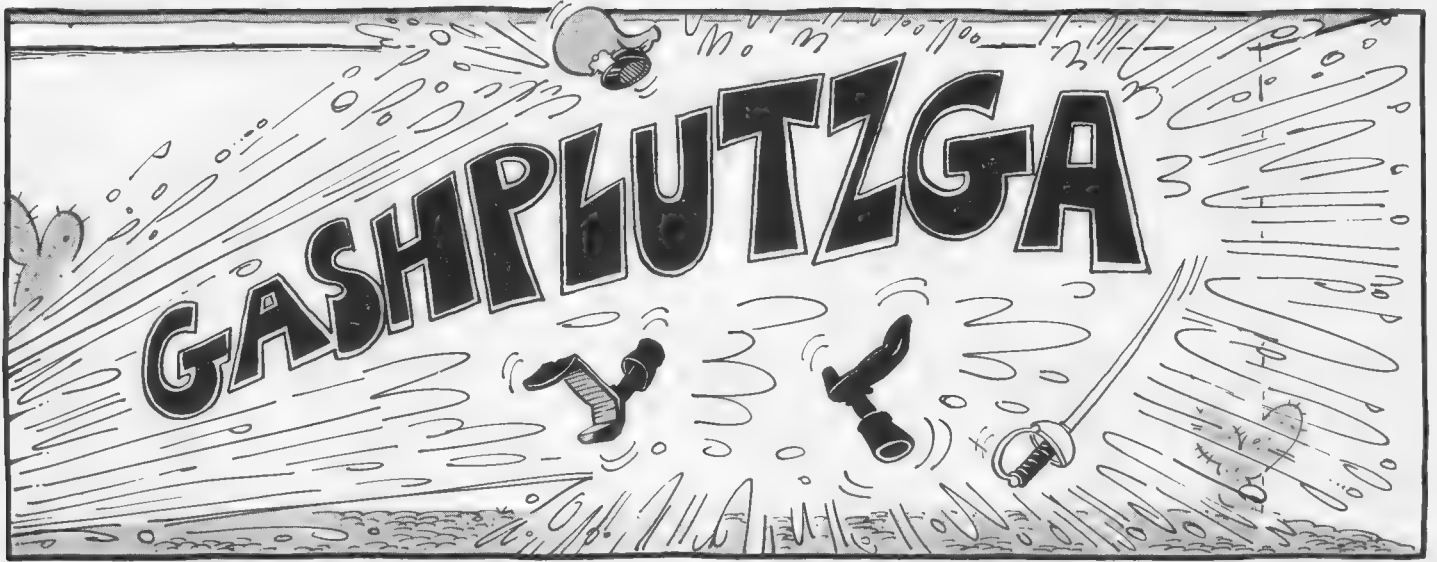
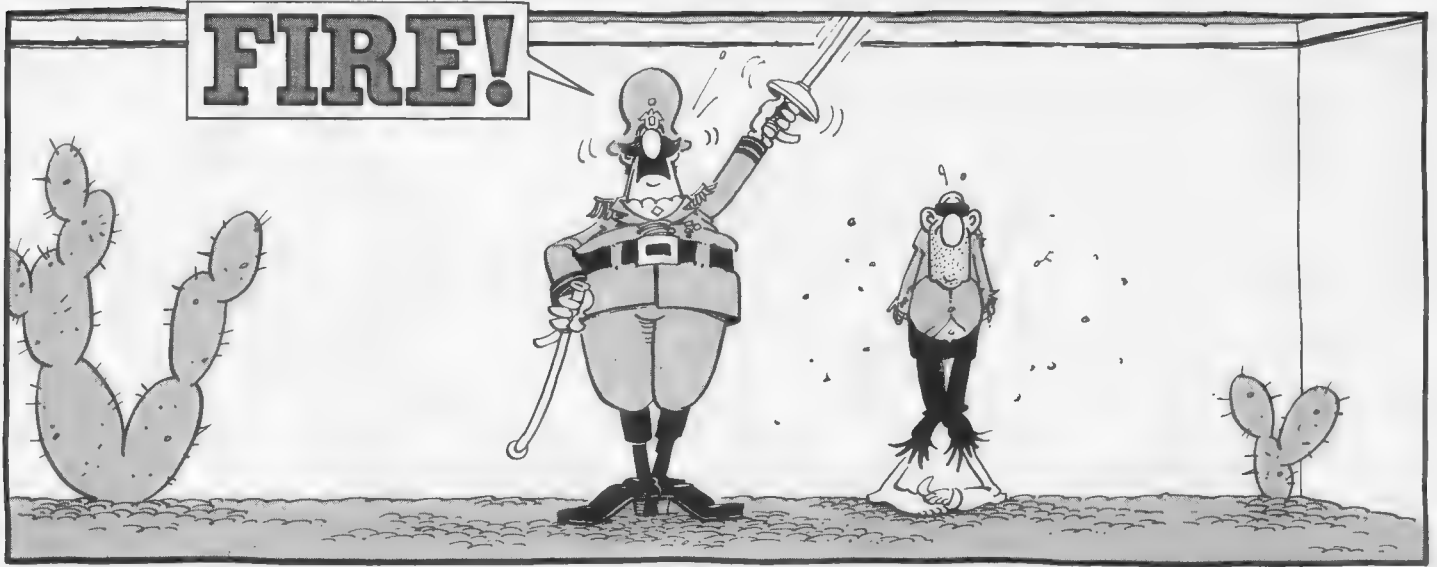
## WHY DO WE ASSUME IT MAKES SENSE . . .



**...to accept guidance on social and political issues from folks like Redd Foxx, Danny Thomas and Jane Fonda?**



# EARLY ONE MORNING IN SOUTH AMERICA





With the National Debt increasing every year, the Government is frantically attempting to keep ahead of it by grabbing a percentage of everyone's income. It taxes Corporations' incomes, Small Businesses' incomes and Individuals' incomes from stuff like wages, tips, interest, dividends, prize monies, etc. However, it seems as though a huge segment of the population has been overlooked by the Government in their efforts to raise money through taxes. The way things are going, we wonder how long it will be before the IRS issues:

# TAX RETURNS FOR TEENAGERS

# 1040-T

Department of the Treasury — Internal Revenue Service

## U.S. Individual Teenager Income Tax Return

# 1978

Your First Name	Last Name	Middle Initial	School	Grade
Present Address				
Name of Parent, Principal, Boss, or someone else of authority you're afraid of:				
Address		Telephone No.		
Did you die in 1978? <input type="checkbox"/> <input checked="" type="checkbox"/> (If "yes" please attach a note of explanation)				

<b>Income From Wages</b>	(Include all wages from regular jobs, part-time jobs, Saturday afternoon jobs, evening jobs and con jobs.)		
<b>Additional Income</b>	(Like cash from Grandparents; money earned for running errands, washing cars, doing someone else's homework, making yourself scarce while your older brother uses living room to make out, blackmailing brother, etc.)		
<b>Unexpected Income</b>	(Like change found in telephone and vending machine coin return slots, change found in streets, change found deep down in the seats in public places, etc.)		
<b>Other Income</b>	(Include here your income from sources that the IRS would never even think of in a million zillion years.)		

**Total Income For 1978** \_\_\_\_\_

If you do not wish to itemize deductions, you can stop right here. Take a look at the figure next to TOTAL INCOME. How much of that amount over \$1.00 do you think would be fair to pay in Income Tax? Fill in amount: \$ \_\_\_\_\_  
Now take the amount you filled in and multiply it by TEN, and pay that amount!

Form 1040-T 1978





# Schedules A&B—Itemized Deductions

1978

<b>Deductions</b> Monies Spent On Dependents	Dogs, cats, white mice, gerbels, rabbits, fish, etc. . . . . If Parents are rich: Horses, ponies, cattle, etc. . . . . If Parents are poor: rats, roaches, spiders, etc. . . . .		
<b>Deductions</b> Medical Expenses	Regular MD (What are you, some kind of sick weakling?) . . . . . Psychiatrist (What are you, some kind of crazy nut?) . . . . . Optician (What are you, some kind of four-eyed freak?) . . . . .		
<b>Deductions</b> Unusual Medical Expenses	Gynecologist (At your age, please explain _____) . . . . . Obstetrician (At your age, please explain _____) . . . . . Acne Cures (Must not exceed your gross yearly income) . . . . .		
<b>Contributions to Charities</b>	(Note: Buying tickets to local ballteam games, even though they don't stand a chance of winning in a million years, can't be considered giving to charity) . . . . .		
<b>Religious Contributions</b>	(Note: Buying "Donny & Marie" and "Pat Boone" records is <i>not</i> deductible as Religious Contributions! Going to Discos is <i>not</i> deductible, even if you go <i>religiously!</i> ) . . . . .		
<b>Educational Expenses</b>	If you watch "Educational TV," you can deduct a part of the cost of your TV Set. (But don't get carried away. Surveys show that only .6% of TV shows are educational!) . . . . .		
<b>Travel Expenses</b>	(Note: Business or School Travel may be deducted as follows Car: 15¢ a mile. Bike: 2¢ a mile. Skateboard: 2¢ a block) . . . . .		
<b>Entertainment Expenses</b>	(Note: Only Entertainment Expenses strictly for business purposes may be deducted. For example, eating in school cafeteria is not deductible. It may, however, end up giving you a "Medical Deduction." Also, taking a girl for a "Big Mac" to break down her resistance to "going all the way," is not an Entertainment Expense. However, it, too, may well end up giving you a "Medical Deduction.") . . . . .		
<b>Business Expenses</b>	(Note: The IRS is very generous in allowing deductions for the cost of earning money. For example, if you made \$85.00 a year washing cars, the IRS will let you deduct the cost of the pail and sponge. If you earned money running errands, attach notarized estimate from local Shoe Repair covering cost of sneaker sole replacement. . . . .		

Total Deductions For 1978 \_\_\_\_\_

Enter TOTAL INCOME FOR 1978 here 

Enter TOTAL 1978 DEDUCTIONS here 

Which line is longer? (Neither! It's an optical illusion!)

Enter TOTAL TAX FOR 1978 DUE here \_\_\_\_\_

If you owe money, pay that amount by April 15th. If you don't  
owe any money, something is wrong! Do the whole thing over!

Taxpayer's Signature \_\_\_\_\_

There's a popular television show that uses Las Vegas as its background, and a lot of nifty-looking young show girls as its foreground. That much is pleasantly clear. It's the plots of this private-eye-type weekly adventure series that seem

# VAGUE-\$



Oh-oh! Here comes Tan Danner now...!

Don't worry! We have a garage door built into the back wall!

Any messages for me?

I'm glad to hear it! Okay, where are my messages?

And where's my jacket?!?

He drives his car right into the apartment?!?

Well, someone should tell him about it! He just drove his car through the FRONT wall!!

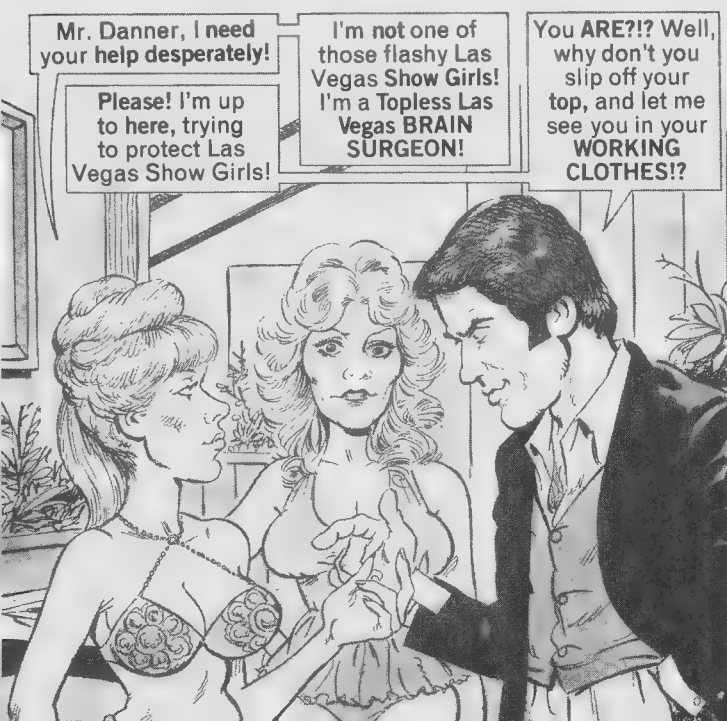
Yes, and even though I play your stupid Secretary, this time I'm playing it smart!

I put 'em in your jacket pocket!

In the washing machine!

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO



Mr. Danner, I need your help desperately!

Please! I'm up to here, trying to protect Las Vegas Show Girls!

I'm not one of those flashy Las Vegas Show Girls! I'm a Topless Las Vegas BRAIN SURGEON!

You ARE?!? Well, why don't you slip off your top, and let me see you in your WORKING CLOTHES!?

Someone is trying to kill me! When I started my car this morning, it blew up!

When I went to call for help, my telephone blew up!

So I borrowed my friend's motorcycle, and when I turned the ignition key, IT blew up!

Do me a favor! Don't ask to use my bathroom!







Will you help me?

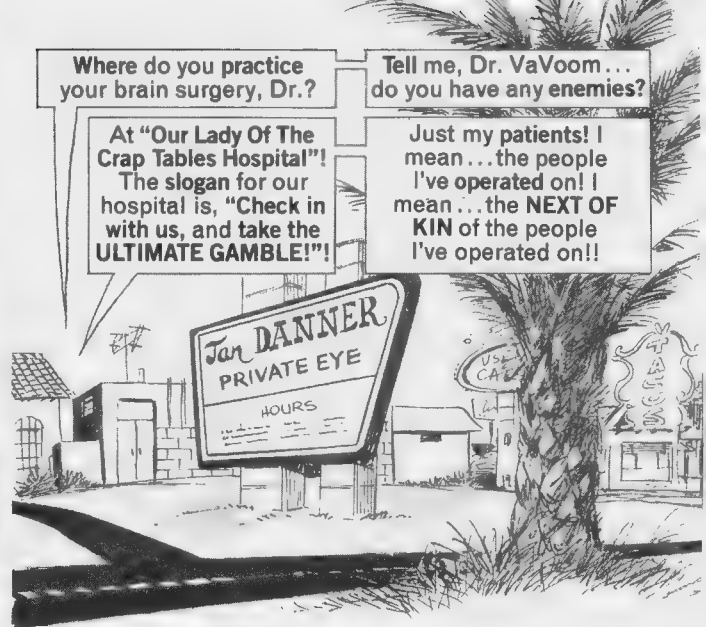
I'd like to, but I can't! I'm working on another case now!

You're NOT working on another case!

I know! But one of the gimmicks in this series is having the clients **BEG** for my services!

Oh, please, Mr. Danner! Pretty please?! Pretty please with sugar on it?!

Okay! OKAY...!



Where do you practice your brain surgery, Dr.?

Tell me, Dr. VaVoom... do you have any enemies?

At "Our Lady Of The Crap Tables Hospital"! The slogan for our hospital is, "Check in with us, and take the **ULTIMATE GAMBLE!**"!

Just my patients! I mean... the people I've operated on! I mean... the **NEXT OF KIN** of the people I've operated on!!



Any other enemies?

Well, there's my ex-Husband! When I divorced him, he swore he'd kill me!

Well, it **CAN'T** be him! That's **TOO** obvious!

Too obvious for **OTHER** shows, maybe! But just about right for **THIS** one! Remember, we can't take too much time for plot, or it'll take away from our shots of Las Vegas, and our interminable car chases!



Don't take the case, Danner, or I'll cut you up in **24** little pieces and bake you into a pie!!

I don't scare so easy, Mister...!

Then I'll cut out your vocal chords and tie my shoes with them!!

Look, I'm a busy man! Got anything **IMPORTANT** to say?

Yeah! Then I'll scratch your red **THUNDERBIRD**!!

What case?! I'm not on any case!!

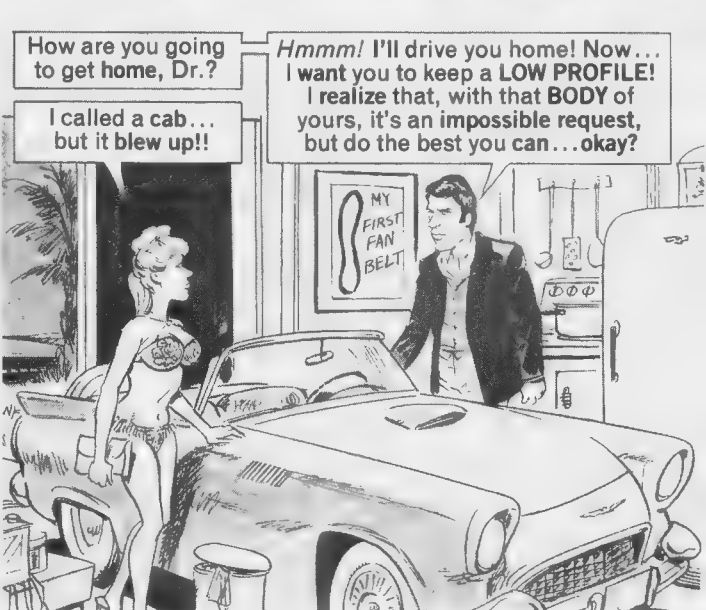


Awgee, while I was talking, did you trace the call?

Yes, I did! See? I'm not so dumb! The call went down this little wire and into that wall there!

And you wonder why you haven't been appearing on the show every week, lately...?!?

This show is on **EVERY WEEK**?!? When did THAT start?!? Gee, I thought it was a **MONTHLY "SPECIAL"**!!



How are you going to get home, Dr.?

I called a cab... but it blew up!!

Hmmm! I'll drive you home! Now... I want you to keep a **LOW PROFILE**! I realize that, with that **BODY** of yours, it's an impossible request, but do the best you can... okay?



Hmmm! This is unusual! We're being followed!

What's unusual about that? You get followed EVERY week!

Not while I'm still on my DRIVEWAY!! Let's get out on the open road and give 'em some REAL following room!

The way you drive through this town, I'm amazed that the Police haven't pulled your license!

I'm too smart for that kind of thing! I don't HAVE a license!

Do you think you should be driving down this Main St. sidewalk with so many pedestrians around?

Why not? They came to Las Vegas to gamble! Walking on any street I drive on is a gamble!!

When I mentioned we should get off the sidewalk, I DIDN'T mean we should drive through the HOTELS!

Don't worry! This town is so INSANE, no one will even notice!

The "Men's Room"? See that Thunderbird that just drove by us...? Follow it up those stairs and take a left!

Hey, isn't that TONY CURTIS—sitting there in the lobby??

Yeah! He's reading the fine print in his contract! When our Producers told him he'd appear every week, he never realized they meant only in the OPENING TITLE SCENES!

That was some car chase! I don't know how you did it, but you lost them!!

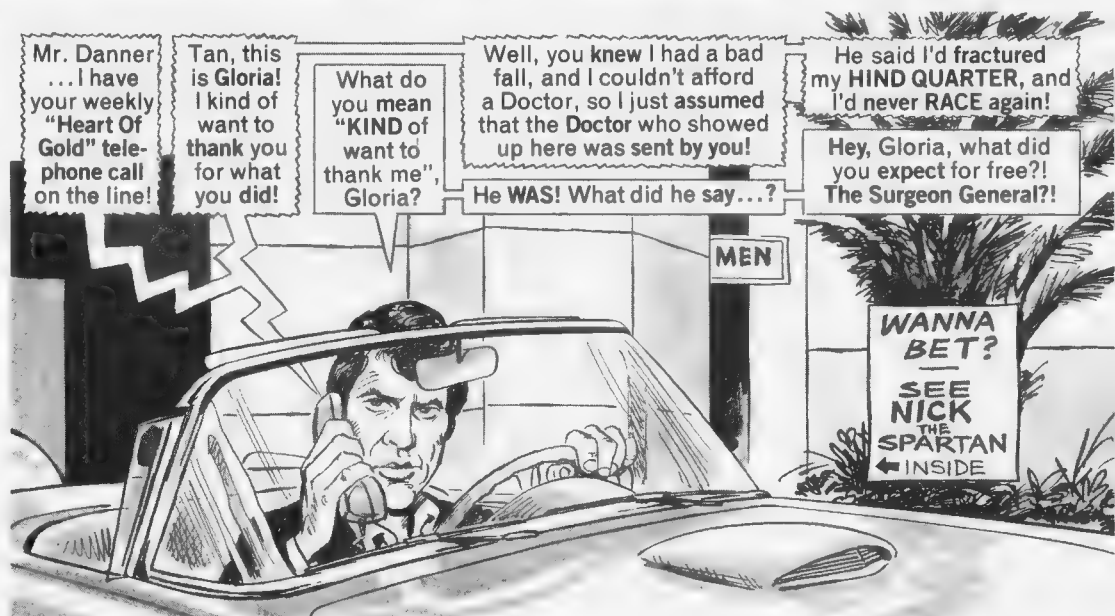
I think I shook them in the Supermarket... or maybe it was when I made that U-turn inside the Church! Now, go lock yourself in, and call me if anything happens...

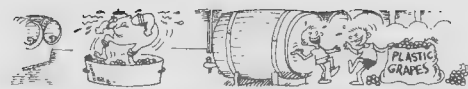
But—But, Mr. Danner! I don't live HERE!!

So walk home! I can't have a good car chase... and have a destination in mind, too!!

Boy, Officer... when you said I'd see a real Las Vegas "Line-Up"... you weren't kidding!!







Is it really true Tan has a soft spot in his heart?

Let's put it this way! Three weeks ago, some hood spent every dime he had to have Tan rubbed out! And when Tan found out about it, he lent the hood \$500 until he could get back on his feet again!

No wonder you two are such a great team! He has a soft spot in his HEART—and you've got a soft spot in your HEAD!

Here's your info! For a clue, you gave me "client's former Husband"! So I fed "Divorced Male," "Las Vegas Resident" and—since she hired you—"capable of committing crime" into the computer and came up with TWO POSSIBILITIES!

Two possibilities? TWO?!? Now I'm supposed to find out WHICH ONE? Sure, leave the HARD Detective Work to ME!!

One of the two is deceased!!

Well, that makes it a LITTLE EASIER!!

Boy, you want it real easy, huh?

What easy? I take a lot of chances in my work! There might be a contract out on me right now!

There's no chance of that, so don't worry!

Yeah...? Who told you that? Some thug??

No... your Agent!

Don't open that door! It could be a trap!

Who is it, please?

You can open it!

Well, in that case, he can't charge too much!

I've got my sense of humor!

But I don't HAVE a swimming pool!

You know, Mr. Danner and his dumb Secretary make it on their looks! You have nothing going for you at all!

Like I said... NOTHING at all!!

**KNOCK KNOCK**

Excuse me! Did I say, "Swimming Pool Cleaner"? I meant to say "Plumber"!

I didn't call a Plumber!

How about Telephone Repair?

My telephone is working!

Salesman calling!

What are you selling?

Swimming Pools... and I KNOW you don't have one!

Go away! I am NOT going to open this door!

I'll bet I can get you to open it...

Knock knock!

Who's there?

Script Doctor!

WAIT! I'm opening the door! Stay there! Don't go away!!

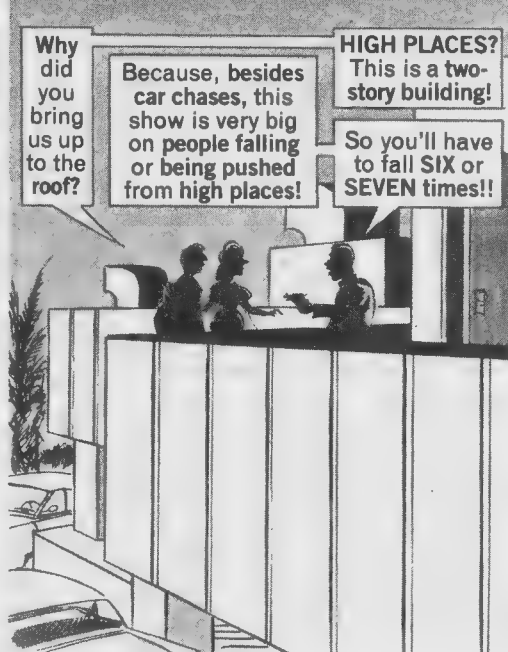




You fell for the **NEWEST TRICK** in the book! Look at you! The minute we split up, you take up with another man!

**ANOTHER MAN?** Thanks for the **COMPLIMENT!**

Thanks for the **INSULT!**

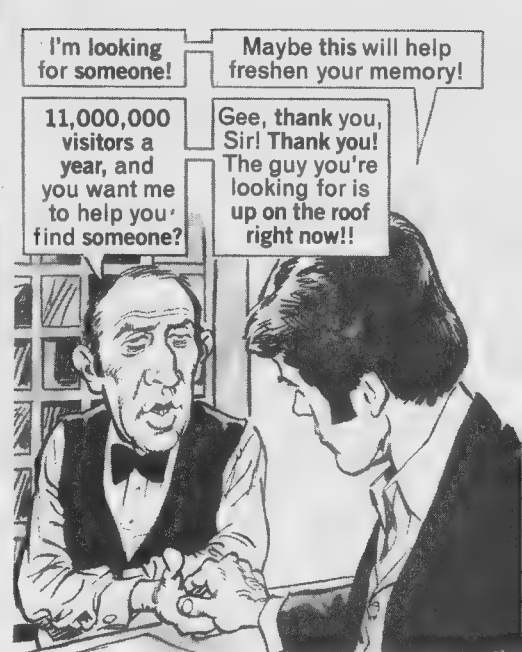


Why did you bring us up to the roof?

Because, besides car chases, this show is very big on people falling or being pushed from high places!

**HIGH PLACES?** This is a two-story building!

So you'll have to fall **SIX** or **SEVEN** times!!

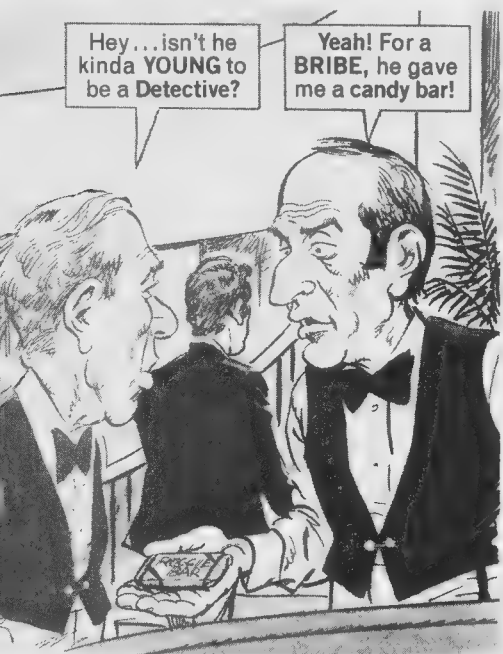


I'm looking for someone!

Maybe this will help freshen your memory!

**11,000,000** visitors a year, and you want me to help you find someone?

Gee, thank you, Sir! Thank you! The guy you're looking for is up on the roof right now!!



Hey... isn't he kinda **YOUNG** to be a Detective?

Yeah! For a **BRIBE**, he gave me a candy bar!



Okay... drop it!!

**Not HER!! The GUN!!**

Your truck is parked outside, and it was very suspicious!

There aren't many trucks that say "Swimming Pool Cleaning," "Plumber," "Telephone Repairman," "Salesman," and "Script Doctor" around today!

That's just what I was going to do!

How in blazes do you always manage to show up at the right time with so **FEW CLUES**?!

What's so suspicious about my truck...?



Well, another case solved! I guess Dr. VaVoom's Husband will get ten-to-twenty for Attempted Murder!

I recommended a **SUSPENDED SENTENCE!** After all, he **DID** say he felt **REALLY BAD** about what he tried to do!

Boy, there's that old soft heart again!

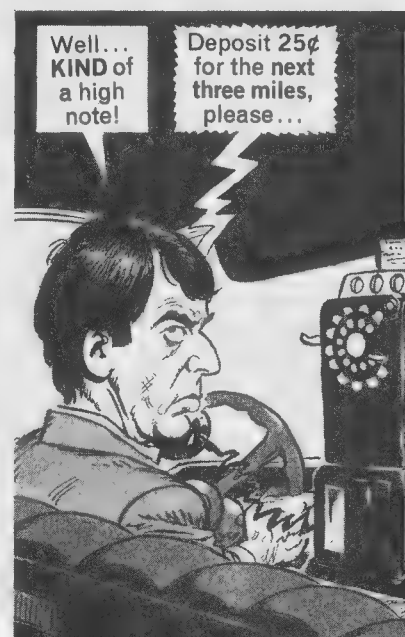
Tan, I don't like to complain, but we usually try to end each show on a "high" note!

Uh—we'll be on again next week!

I said a **HIGH** note!

Okay, Finzter! For months now, you've been pestering me to get you a telephone for your car! Well, I got one for you!

Now that's what I call a high note!



Well... **KIND** of a high note!

Deposit 25¢ for the next three miles, please...



Why restrict the awarding of medals to the military? After all, Civilians perform heroic acts while fighting life's daily battles as well! Let's recognize them with

# THIS ISSUE'S PROPOSED MAD MEDALS

TO BE PRESENTED TO DESERVING PROFESSIONAL ATHLETES

THE BROKEN HOCKEY  
STICK AWARD



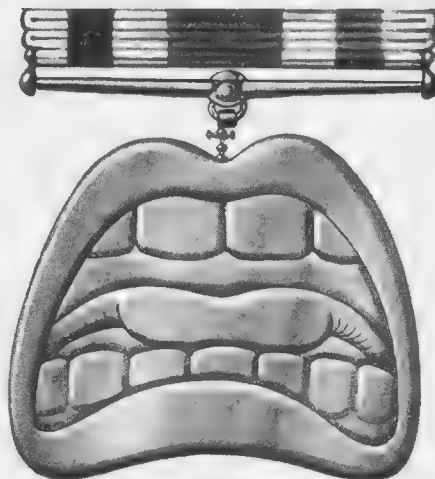
Awarded to those Athletes who bravely display competitive ferociousness and brutality by mutilating and otherwise injuring opponents, thus insuring the thrills necessary to fill stands with screaming bloodthirsty sadistic fans.

THE BIG SELL  
OUT CITATION



For fearlessly appearing in ads aimed at worshipping young fans, endorsing products—regardless of whether they are good, bad, or downright harmful—thereby aiding our economy in general, and medal recipient's in particular.

THE FLAPPING  
MOUTH MEDAL



For gallantly pretending viciousness and hostility toward opponents at the weigh-ins in order create interest and insure huge gate receipts . . . and then turning into a perfectly decent non-belligerent gentleman in the ring.

THE RAUCOUS  
RHUBARB AWARD



For brilliant tactical achievement in the art of acting indignant, thereby inducing umpires and referees into calling fouls and penalties against opposing team members, when actually medal recipient is the real culprit.

THE TRUE-BLUE  
TEAMMATE MEDAL



For a heroic performance, showing love and loyalty to hometown team fans . . . while at the same time suffering under the psychological strain of secretly negotiating to be traded for the sole purpose of receiving a lot more money.



There was a time when only the U.S. Mint turned out coins. Now, it seems, there are almost as many mints as there are coins! But only the U.S. Mint makes legal coins. The other mints make money...for themselves...by offering "Collector's

# FUTURE "FAMOUS C

ARTIST: BOB CLARKE

The Cost-A-Mint Society Proudly Presents

## A BRAND NEW COLLECTOR'S SERIES



# HOUSEHOLD PESTS

After The Cost-A-Mint Society offered our Collector's Series on Birds, on Domestic Animals, on Wild Animals, on Prehistoric Animals and on Little-Known Animals, we thought we had totally run out. But we'd failed to consider those little creatures who are usually no further away than our own homes. So now, we are proud to honor

### OUR HOUSEHOLD PESTS

sculptured in a bright, shiny metal that could easily be mistaken for GOLD from about a hundred yards away.

### OFFERING #1 IS NOW READY

OFFERING No. 1 is that night visitor...that traveller of the drainpipes...that thirty-mile-an-hour dasher...

### THE COCKROACH

...sculptured in such life-like detail, your neighbors will probably attempt to step on it the moment you put it on display. (Especially since it's also life-size!)

### EACH MONTH A NEW PEST

Each month, another Household Pest sculpture will make its way into your mailbox...and into your heart. The others in this most unique series will include: The Silverfish, The Bed Bug, The Spider, The Waterbug, The Mosquito, The Mouse, The Hornet, The Fly...and, of course, the "King" of Household Pests...The Rat!

### A RARE OPPORTUNITY

That's right! Thanks to The Cost-A-Mint Society, you don't have to live in a slum to enjoy all these pests as they parade across your mantel, dresser and table.

### THIS OFFER IS STRICTLY LIMITED

It's strictly limited to those who order the Series!

### NOT EVERY ORDER WILL BE ACCEPTED

Only those who include the \$29.95 for each offering!

### THIS OFFER WILL NOT BE REPEATED

...on any other page of this magazine—this month!

### THE COST-A-MINT SOCIETY MONEY GRABBING BOULEVARD MIDAS, INDIANA

Please enter my subscription for the Household Pests Collector's Series, and send Pest #1 to me right away.

I enclose \$29.95. And to insure that another pest...namely your Collection Agency Representative...doesn't show up, I have made sure that the check is "Certified".

**NOTE: FOR DELUXE SHIPPING (WE PUT YOUR PEST INTO A BOX AND WRAP IT INSTEAD OF JUST THROWING IT IN THE MAILBOX), ADD AN ADDITIONAL \$4.95 PER ORDER.**

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PLEASE MAKE YOUR CHECK OUT LEGIBLY. YOU CAN MAKE THIS SHIPPING LABEL OUT AS CARELESSLY AS YOU WISH



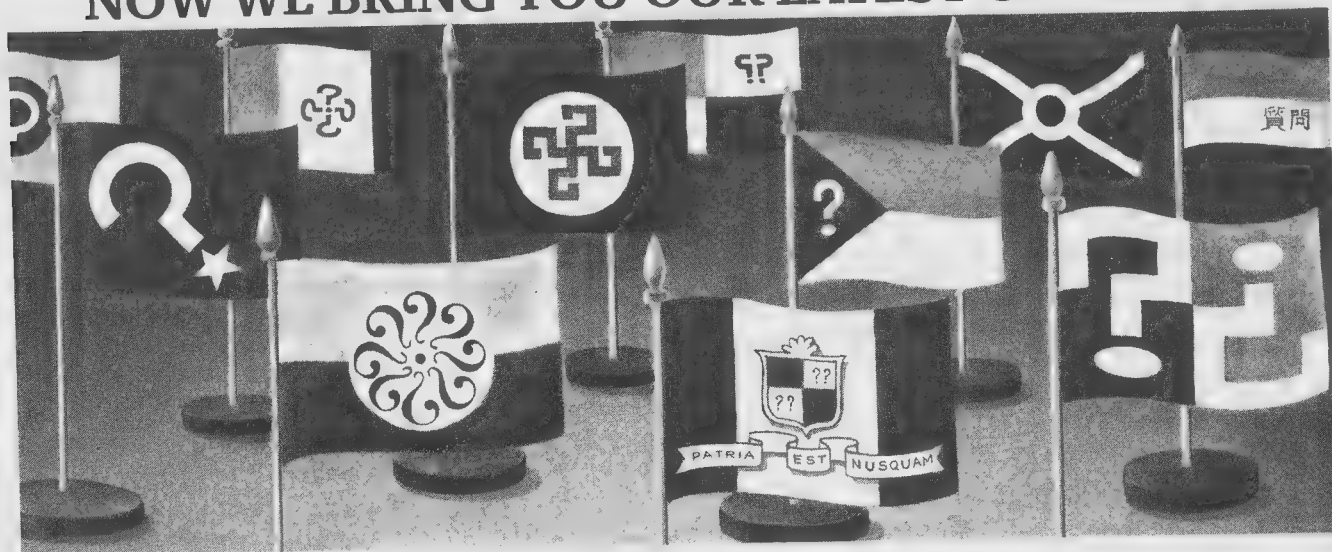


Series" of coins, medals, statues, books and other items. With just about every subject already "memorialized" in some form or another, we think the mints will soon be scraping the bottom of the barrel for ideas, and we'll be seeing these—

# COLLECTOR'S SERIES"

WRITER: DICK DE BARTOLO

**YES, THEY SAID IT COULDN'T BE DONE  
BUT WE MANAGED TO COME BACK INTO BUSINESS UNDER ANOTHER NAME!  
NOW WE BRING YOU OUR LATEST OFFERING**



## FLAGS OF UNKNOWN NATIONS

When they see it, your friends will be asking you:

**WHAT** flag is that?

**WHEN** did that country come into being?

**WHERE** is that country located?

**WHY** did you spend good money on that crap?

### WE GUARANTEE IT IN WRITING

Yes, we guarantee it in writing that no one has ever seen these **Flags Of Unknown Nations** before! And after this offering is completed, we also guarantee it in writing that no one will ever want to see them again!

### UNIQUELY DESIGNED AND MADE

**EACH FLAG** is colorfully imprinted upon a flexible material that is made from the pulp of an actual tree! **EACH FLAG** is a monstrous 3 x 4 inches, ideal for a parade or demonstration featuring midjets or dwarfs!

### YEARS OF RESEARCH IN THE MAKING

One cannot really appreciate the years of research that went into "Flags Of Unknown Nations". We travelled the four corners of the Earth until we found a man with a vivid imagination . . . and then we locked him in a hotel room and told him to come up with 25 ridiculous flags.

### Special Reservation Form

Unknown Press Corporation  
11 Dubious Lane  
Phony Lake, Nevada

Gentlemen:

☐ I enclose \$14.95 for *Unknown Nation Flag No. One*. I understand that an additional *Unknown Nation Flag*, also billed at \$14.95, will arrive every month for the next two years. I also understand that merely by writing to you, I may stop delivery of these flags at any time. I further understand, however, that I will not be able to stop the billings for these flags, until I have fully paid the cost of all twenty four.

☐ I'm too excited to wait two full years. I enclose \$358.80 for the complete set of 24 *Flags Of Unknown Nations*, to be shipped to me immediately. I understand that for my prompt payment which is enclosed, I will receive 24 miniature flag poles to display my flags.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

THIS OFFER EXPIRES 20 MINUTES AFTER YOUR ORDER IS RECEIVED

**STAMP COLLECTORS! NON-STAMP COLLECTORS! OTHERS! GET SET FOR THE MOST  
UNIQUE STAMP COLLECTION EVER! NOW, FOR THE FIRST TIME IN HISTORY...**

**THE GULLIBLE COLLECTORS SOCIETY ANNOUNCES:**



# **CIGARETTE TAX STAMPS OF THE FIFTY STATES**

Do you know what it would cost you to travel to all 50 States just to buy a pack of cigarettes so you could cut off the little tax stamp? Airfare alone would be in the thousands of dollars. And when you add in the money you'd probably lose in cigarette vending machines across the nation, trying to buy those packs, it could easily add up to a fortune. Which is also what it will cost when you order this Tax Stamp Collection from us!

### **Money-Back Guarantee:**

BUY THE COMPLETE SERIES FOR ONLY \$200, AND HOLD ONTO IT FOR TEN YEARS. IF, AFTER TEN YEARS, THE SERIES HAS NOT INCREASED IN VALUE, WE WILL BUY IT BACK FOR WHAT YOU PAID (MINUS 20% OF THE ORIGINAL COST DEDUCTED PER YEAR FOR WEAR AND TEAR.)

**WARNING:** The Attorney General's Office has ordered us to advise you that taking advantage of this offering could be extremely dangerous to your financial health.

**GULLIBLE COLLECTORS SOCIETY  
20-50 UNLISTED NUMBER STREET  
NO FORWARDING ADDRESS, UTAH**

I have read your ad and your warning, and I'm still interested. Please send me the entire "Cigarette Tax Stamp Collection. I understand that by paying for this collection before ever seeing it in person makes me eligible to participate in other offerings not now available to the general public, such as Retirement Land In The Florida Everglades, and Oil Drilling In New York City. I enclose \$200 for the entire series

NAME \_\_\_\_\_

## **ANNOUNCING THE MOST UNIQUE OFFERING IN THE HISTORY OF THE CRANKEM MINT**

- YOU'VE COLLECTED ALL THE COINS DEPICTING THE PRESIDENTS OF THE U.S.!
- YOU'VE COLLECTED ALL THE COINS DEPICTING THE VICE-PRES. OF THE U.S.!
- YOU'VE COLLECTED ALL THE COINS DEPICTING SPORTS HEROES OF THE U.S.!

**NOW IS YOUR ONE AND ONLY CHANCE TO COLLECT ALL THE COINS DEPICTING**



# **ALL OF THE CITIZENS OF THE UNITED STATES**

Here is your golden opportunity to receive "All The Citizens Of The United States Coin #1, depicting Lois Fudgehop, of Edgewater, N.J.—to be followed by 224,999,356 other coins, which will make up the whole series covering the 224,999,356 citizens of the United States of America, which includes YOU!!

**NOTICE:** THESE VALUABLE COINS NOT AVAILABLE SEPARATELY. THE ONLY WAY TO GET THE COIN DEPICTING YOU IS TO ORDER THE ENTIRE SET!

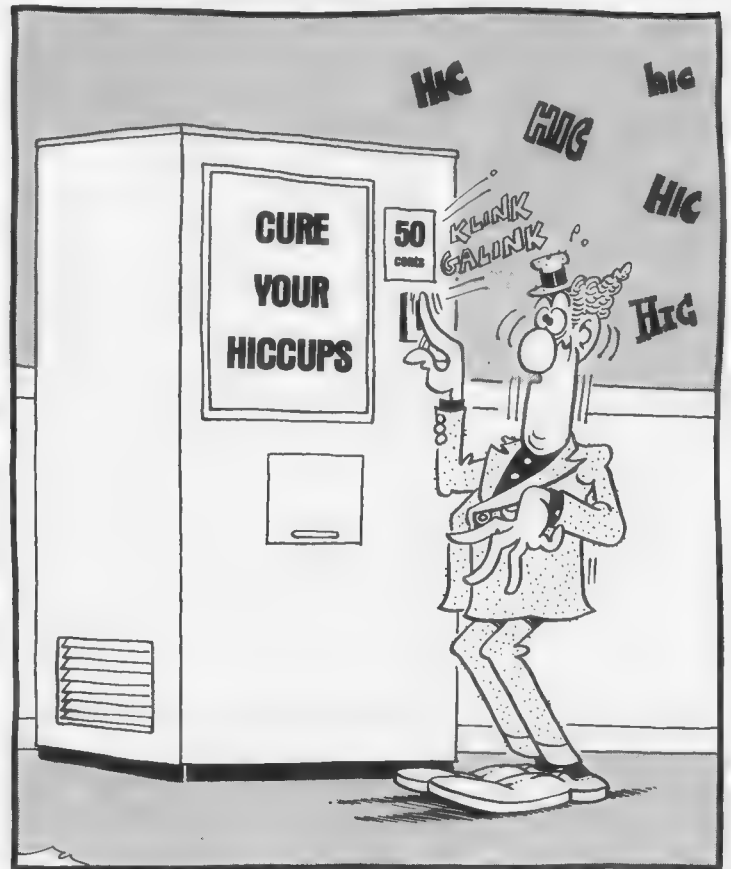
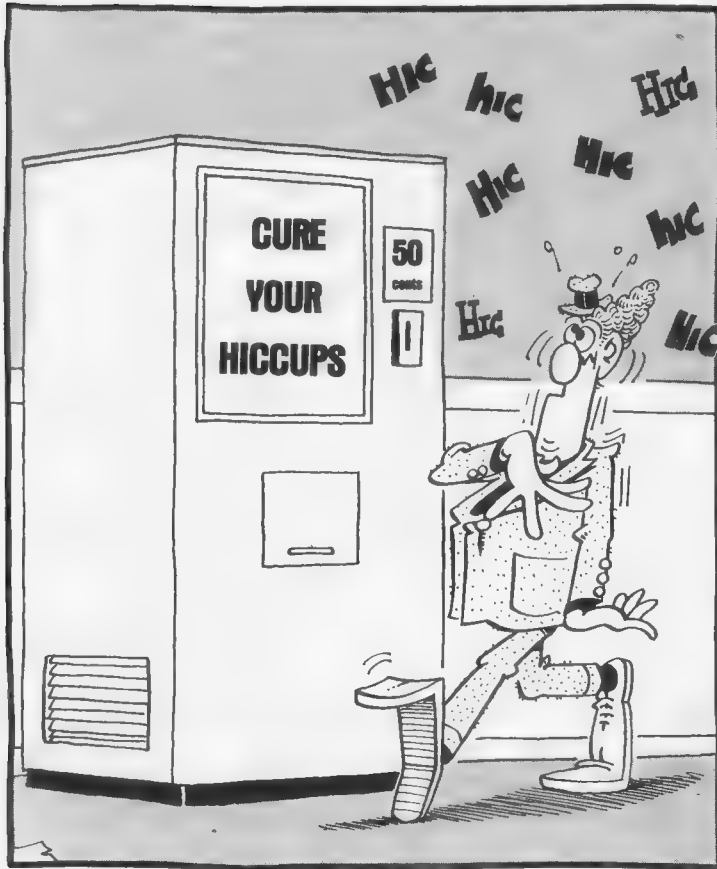
### **CRANKEM MINT CRANKEM, PENNSYLVANIA**

☐ Yes, I want to subscribe to the "All The Citizens Of The United States" collection. Send me Coin #1, and bill me \$5.95. Then start sending me the rest of the set at the rate of one coin every hour for the next 93,750 days. I understand that to make it easier, you will bill me every 24 hours instead of hourly.

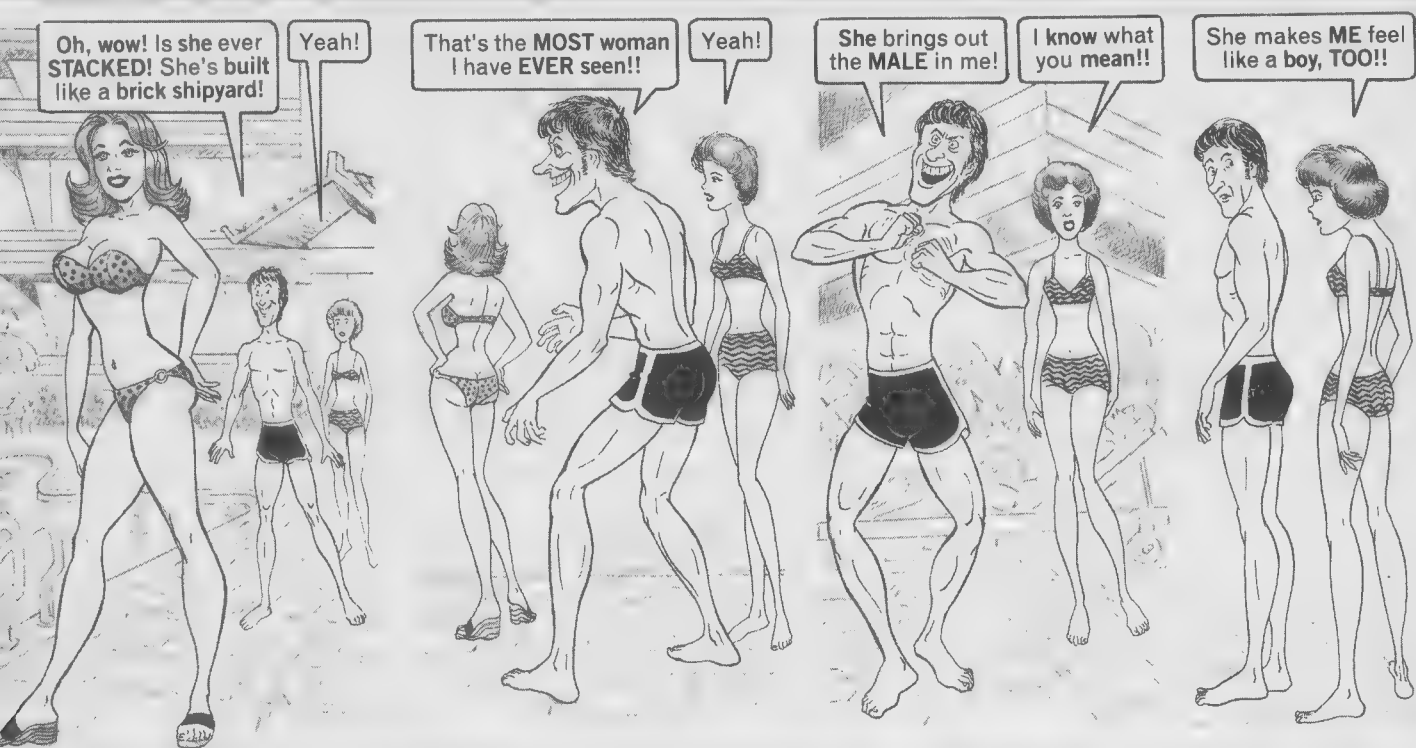
☐ No, I am not interested in this collection, but I enclose \$49.95 so you will remove my name from your mailing list, and I will not receive any more offers.

NAME \_\_\_\_\_

# ONE EVENING IN A GEORGIA BUS TERMINAL







BERG'S-EYE VIEW DEPT.

## THE LIGHTER SIDE OF...

# INAD





How can you drag me off to an intellectual party?! They're all so smart, I wouldn't even know what to say to them..!

Not to worry! Your banter will outshine them all, my friend!

How can you SAY that?! Why...I barely got out of High School!! Even around my ignorant, beer-drinking buddies, I don't talk so good!!

Your conversation will make them look like PYGMIES!!

But they're professors, and writers, and other kinds of geniuses!!

Who are BOMBED out of their skulls!



# EQUACY

ARTIST & WRITER:  
DAVE BERG

You're a NOTHING! You can't DO nothing! You don't KNOW nothing!!

Y-yes, dear!

You either SHAPE UP ...or SHIP OUT!!

Y-yes, Sir!

HEY, STUPID... KEEP THAT LINE MOVING!!

Y-yes, Sir!

TEAR THE BUM'S ARM OFF AN' BEAT HIM ON THE HEAD WITH THE BLOODY STUMP!!



It's the new kid who just moved in from The Sticks!

Hey, kid! You wanna ride my ten-speed bike..?

I don't know how to ride a bike!!

Hey, get a load of this HICK!! He's weird!! He can't even ride a bike!

Wow! He's REALLY off the wall!

Hey, Sissy!! What were you doing when we were learning to ride bikes, playing with dolls?!!

I was driving my Father's TRACTOR!!

No—



Come on! You're old enough to dress yourself!

But—But I dunno HOW!

Sure you do! Just TRY!

Aw, gee! I'm just a little kid!

Okay, Mommy! I dressed myself! But the shoes hurt!!

That's 'cause you've got them on the WRONG FEET!

But them's the ONLY feet I GOT!!



Look how complicated the car of today is! It's enough to give someone an inferiority complex! Why... if anything went wrong, I wouldn't even know the first thing to do!!

And yet, my wife and I—living in the suburbs and working in the city—our whole life style depends upon the automobile!!

You mean if you got a simple flat tire, you wouldn't even know what to do?

Of course!! Do you think I'm a complete idiot! I know exactly what to do when I have a flat!!

I ask MY WIFE to change it!





You're such a **BUBBLEHEAD!!**  
You can't do anything right!  
All I did was ask you to park  
the car! And now you can't  
remember where you parked it!



I—I could have **SWORN**  
I parked it right here!!



I distinctly remember that sign!!



As you can see, this room looks  
like a cyclone hit it! **Drawers**  
pulled out... clothes scattered  
all over... everything a mess!!

Yes, Ma'am! What's missing?



All my jewelry  
—worth over  
**\$10,000**—and  
**\$500** in cash!

And when did you discover  
the room  
this way..?



Yesterday  
afternoon!

**WHAT?!**

Then why didn't  
you report it  
to the Police  
**YESTERDAY???**



I thought my Husband was  
being his usual clumsy,  
messy, sloppy self!!



How are  
you doing  
in school?

**LOUSY!!** I'm stupid!  
I'm dumb... dumb...  
dumb! I hate myself!



Why are you putting yourself  
down? You're an **"A" STUDENT!**  
You're on the **"HONOR ROLL!"**



In fact, out of a  
thousand students  
in the school, you  
are the **BRIGHTEST!**



No, I'm  
**NOT!!**  
Far  
from it!

I'm only second!



Darn it! I'm late for the banquet, and I can't get this blasted bow tie tied! Do it for me!

You men are so helpless! Where would you be if it weren't for us women! It's so simple! Like tying an apron!

Since I don't wear an apron, how would I know about such things?!?

Well, I do! Because you male chauvinist oppressors keep putting us women down! You want to keep us pregnant and chained to the kitchen!

Yet, when it comes to the simplest of tasks, you come running to us for help!

Okay, okay! Stop gloating and tie it like you were tying an apron, already!!



Is my rocket model done yet?

No, not yet! Listen, I volunteered to do it, and I'm going to see it through! These assembly directions aren't easy!

Is my rocket model done yet?

No, not yet! I can't find part number 25, and I got the glue over everything!

By the time he gets finished with it, I'll be too old to play with it!

I think you're right, dear...

You'd better show him how to do it!!



What's the good of living in this age of advanced science and engineering, with all of our labor-saving appliances and electronic gadgets, when they keep breaking down?!?

The T.V. set is broken, the washing machine is broken, and the stereo-FM radio is broken!!

With all those complicated transistors and wires and buttons, a poor ten-thumbed schmuck like me hasn't the faintest idea of how to fix them!

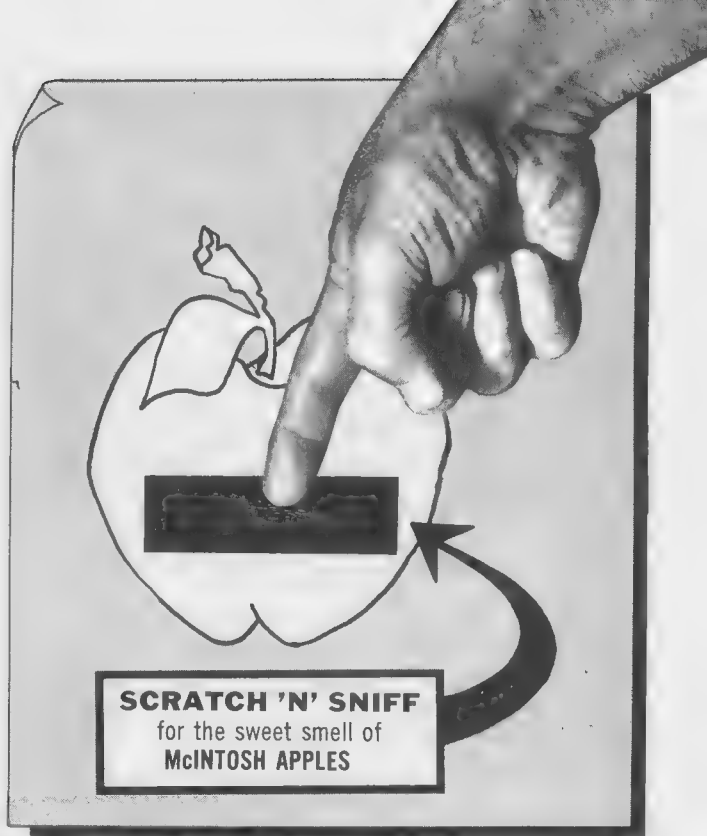
I have a gadget here that can fix everything! All I have to do is push seven buttons!

Hello... Repair Shop...?



## OUT OF ODOR DEPT.

Modern science has come up with a fantastic new gimmick: a strip of paper...chemically treated so when you rub it with your fingernail, an aroma is released. These so-called "Scratch 'n' Sniff" strips are being used by perfume makers to provide samples of their products, and by publishers to create scented books and magazines. Now people who've lived in Kansas all their lives can experience the smell of the ocean, city dwellers can enjoy the fragrance of a cow pasture, and millions of men can thrill to the erotic odor of Farrah Fawcett's armpit without even dating her. We here at MAD are so excited over this big scientific development that we have gone to great effort and expense to imprint these 3 pages with various aromas so that we can share with our readers the thrill of this great invention. Herewith is a selection of



**SCRATCH 'N' SNIFF**  
for the sweet smell of  
McINTOSH APPLES

# MAD



# "SCRATCH 'N' SNIFF" STRIPS

TO THOROUGHLY  
ENJOY STRIPS



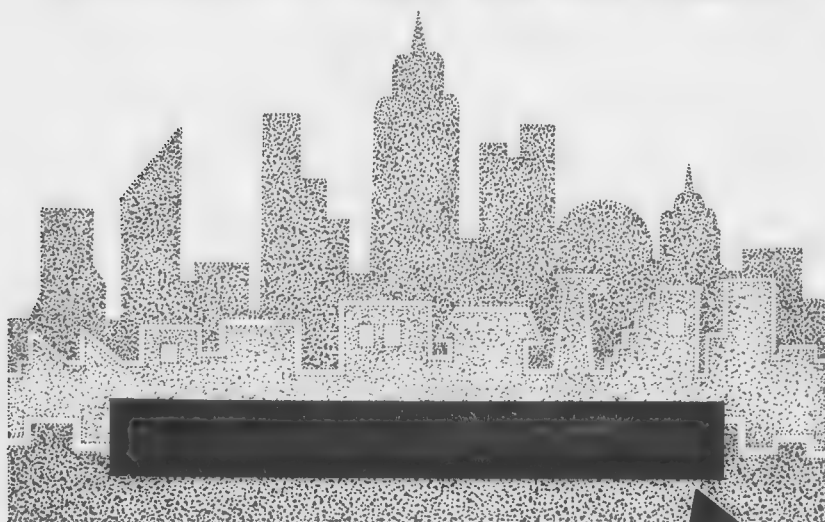
SCRAPE THE BLACK RECTANGLES  
FIRMLY WITH YOUR FINGERNAIL



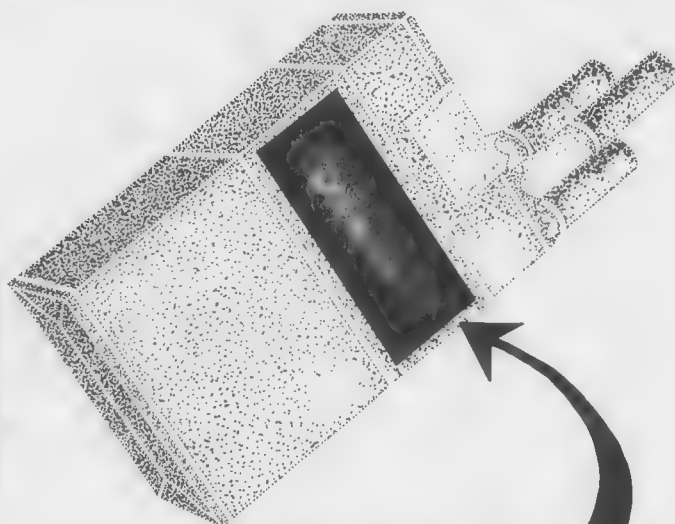
HOLD PAGE APPROXIMATELY  
3 to 4 INCHES FROM NOSE



INHALE  
DEEPLY



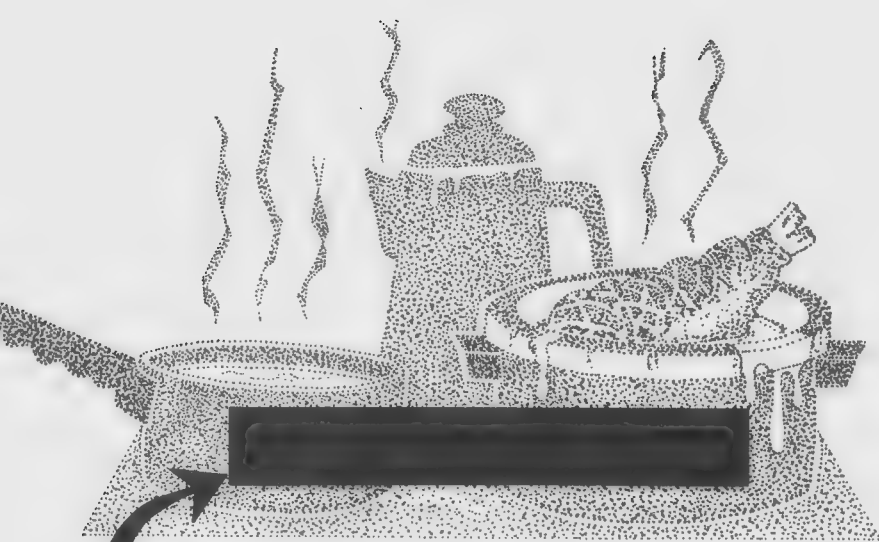
**SCRATCH 'N' SNIFF**  
for the wholesome, invigorating smell of  
CLEAN CITY AIR



**SCRATCH 'N' SNIFF**  
for a soothing aromatic sniff of  
SAFE CIGARETTE SMOKE

ARTIST & WRITER:  
HENRY CLARK

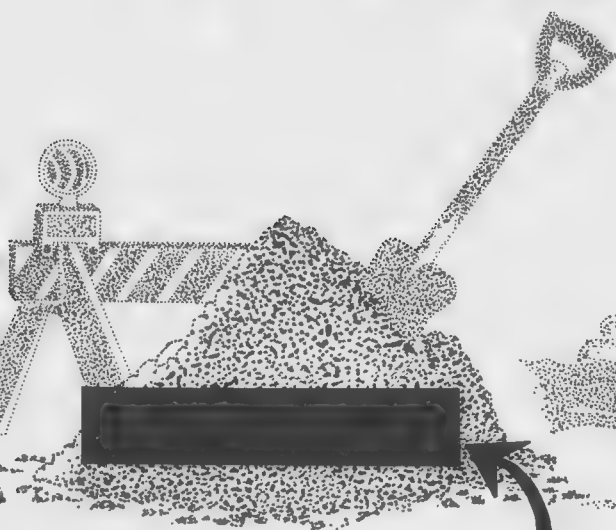




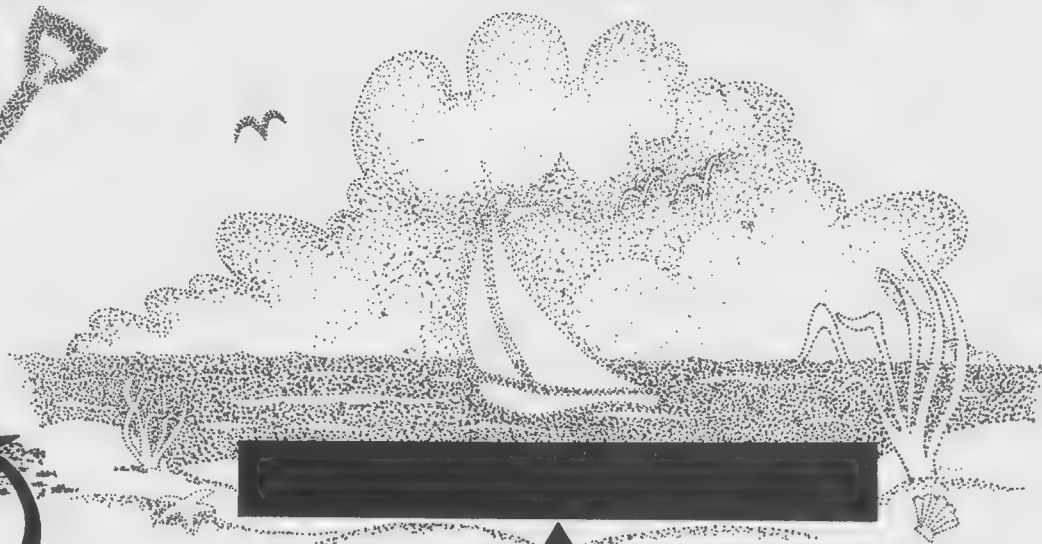
**SCRATCH 'N' SNIFF**  
for the delectable aroma of preservative-free,  
chemical-free and artificial ingredient-free  
**HOME COOKING**



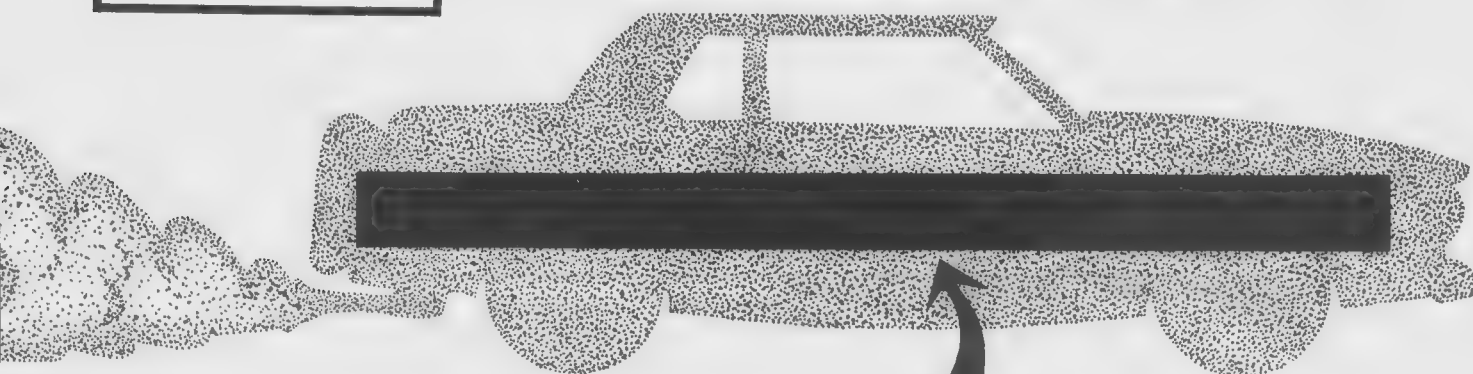
**SCRATCH 'N' SNIFF**  
for the tangy odor of  
**FRESH PAINT**  
from a Slumlord tenement



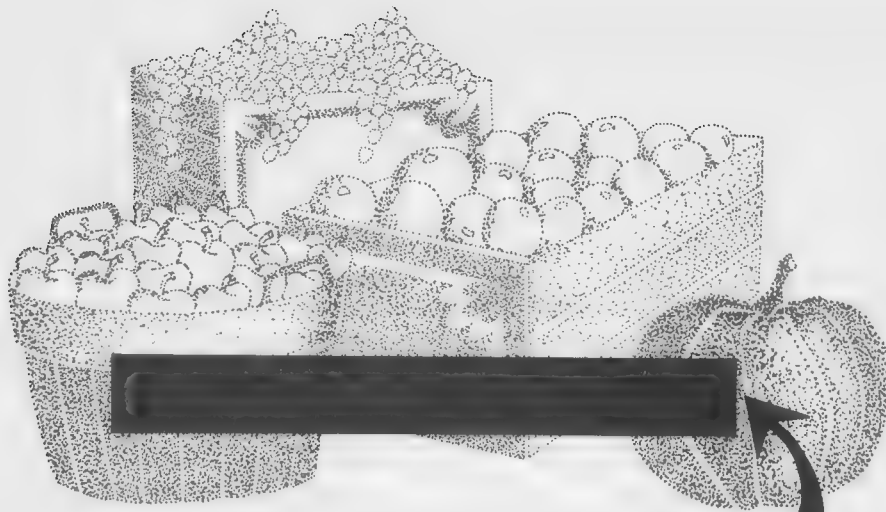
**SCRATCH 'N' SNIFF**  
for the heady scent of  
**HOT ASPHALT**  
being used to repair pot holes  
in our city streets



**SCRATCH 'N' SNIFF**  
for the fresh fragrance of litter-free and pollution-free  
**SAND AND SURF**



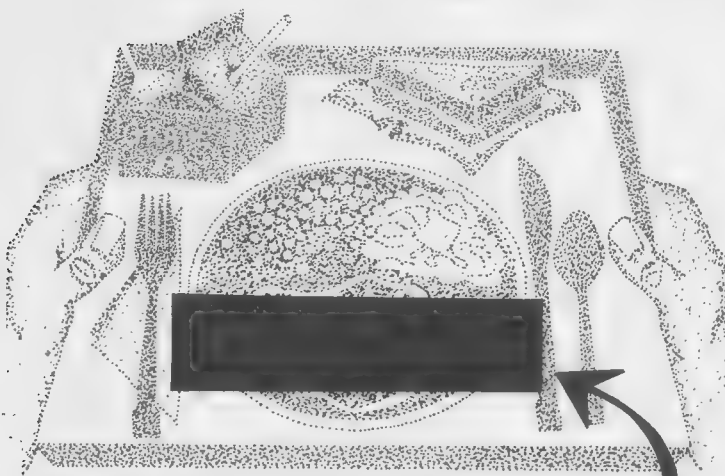
**SCRATCH 'N' SNIFF**  
for the harmless smell of efficient emission-controlled  
**AUTOMOBILE EXHAUST**



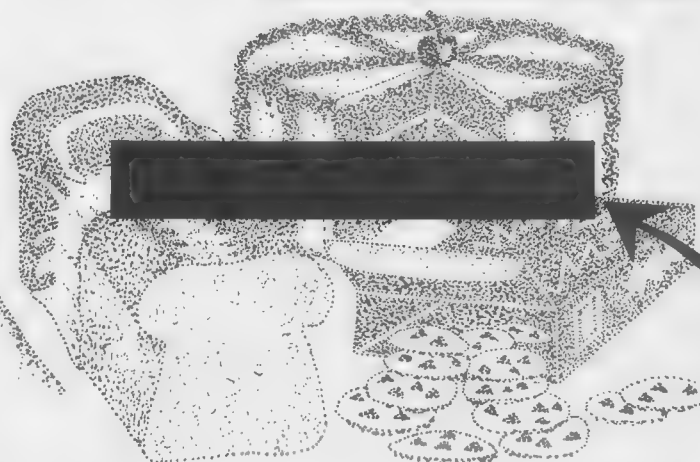
**SCRATCH 'N' SNIFF**  
for the savory smell of chemical-and-pesticide-free  
**FARM PRODUCTS**



**SCRATCH 'N' SNIFF**  
for the smell of good, honest  
sweat from the hallowed  
**HALLS OF CONGRESS**



**SCRATCH 'N' SNIFF**  
for the mouth-watering aroma of a  
**DELICIOUS SCHOOL LUNCH**



**SCRATCH 'N' SNIFF**  
for the fresh wholesome appetizing aroma of  
**NUTRITIOUS PACKAGED BREADS AND CAKES**



**SCRATCH 'N' SNIFF**  
for the mint-clean smell of a  
brand new inflation-free  
**DOLLAR BILL**

# MAD

00000PS!!!

It seemed like a good idea at the time, but MAD's Research Department tried and tried...and it just couldn't come up with even a small sample of any of these smells! We are running the article anyway, because we had to fill up the space! But even if you scratch your finger to the bone and inhale so deeply you get a nosebleed you ain't gonna smell a thing!

Sorry about that!

THE EDITORS

## A WOMAN'S PLACE IS IN THE POEM DEPT.

In their battle for Equal Rights, women have fought to even the score in almost every field where they think they have gotten the short end of the stick. But there's one big area of prejudice they seem to have overlooked: Classical Poetry.

As every student who has ever suffered through an English Lit course already knows, most famous poets of bygone days were male chauvinists who wrote about the dramatic deeds of other male chauvinists. The only women who gained mention were

# RE-WRITING CLASSICAL POETRY TO GIVE WOMEN A PLACE

ARTIST: GEORGE WOODBRIDGE

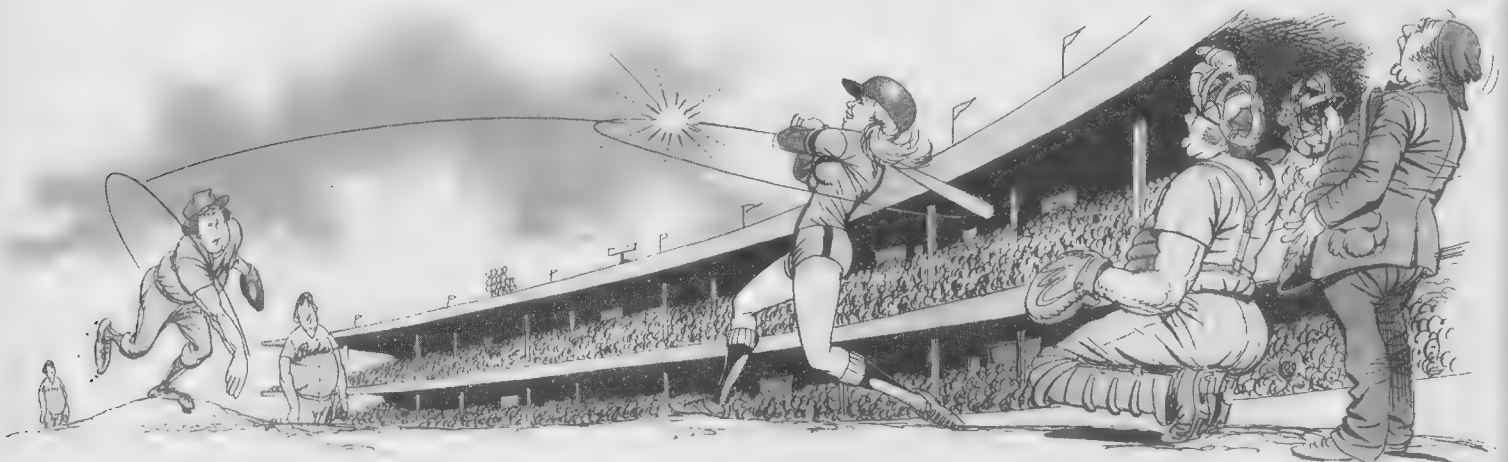
## CATHY AT THE BAT

The Mudville fans were shocked to hear the judgment of the courts,  
Which ruled that girls must be allowed to play in high school sports.  
None feared that girls would louse up golf, or track, or things like that,  
But letting girls play baseball might bring Cathy to the bat.

So tension grew as Mudville's nine approached that fateful day  
When all the chips were on the line with one game left to play.  
And as the home team fell behind, the fans in silence sat,  
All fearing doom if, in the clutch, young Cathy came to bat.

Then in the ninth, O'Riley walked, and Flynn he did the same,  
Which meant the next to stroke the ball could win or lose the game.  
Then cries of anguish struck the hills, and echoed through the flat,  
For Cathy, shapely Cathy, was advancing to the bat.

There was grace in Cathy's bearing as she swung her girlish hips,  
And fetching charm was in her smile that shone through girlish lips.  
"She's quite a dish," one fan remarked. "I'd love to date that dame.  
But up at bat, I feel quite sure she's bound to blow the game."



The opposition pitcher sneered, and then he made his throw,  
And then the air was shattered by the force of Cathy's blow.  
In unison, the crowd arose to watch the batted ball  
As up it soared and cleared with ease the farthest outfield wall.

Oh, somewhere in this favored land, male chauvinism reigns,  
And macho guys expose their chests to show off macho chains.  
But nevermore in Mudville will such childish things be done,  
For Mudville's where a girl stepped up and slammed the winning run.



the fragile flowers whose feminine helplessness was admired in odes and sonnets. This sexist approach has no place in today's world, where we realize that men and women possess the same qualities, both good and bad. And so, MAD now attempts

to help women win their fair share of space in future poetry books by countering the classics penned by male chauvinist pigs of yesteryear with this collection of verse turned out by one of our own male chauvinist pigs who fails dismally at



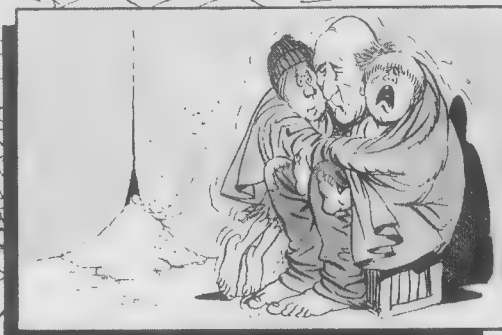
# CLASSICAL POETRY IN EQUAL TIME

WRITER: TOM KOCH

## MOTHER, DEAR MOTHER, COME HOME WITH ME NOW



Mother, dear mother, come home with me now!  
This bingo game's running too late.  
Poor Dad's home alone with the children to feed.  
He's sitting there cursing his fate.  
His Swanson's beef dinner caught fire on the stove;  
He'd left it, somehow, in the box.  
The cat has thrown up, and your sweet youngest child  
Has walked through the barf in his socks.  
Come home! Come home! Come home!  
Please, mother, dear mother, come home.



Mother, dear mother, come home with me now!  
This bingo game's gone past dark.  
In struggling to win, you've now blown forty bucks.  
And yet you call bingo a lark!  
You promised that money was going for shoes  
To warm up our frozen feet.  
Instead, you have gambled our savings away  
At odds you should know you can't beat.  
So quit! So quit! So quit!  
Please, mother, dear mother, just quit.



Mother, dear mother, come home with me now!  
This bingo game may last all night.  
Poor Dad's had no dinner but pretzels and gin;  
He's really a sorrowful sight.  
And Kitty, I fear, didn't simply throw up;  
He died, and he's all stiffened now.  
How tragic it was that you couldn't be there  
To hear his last feeble meow.  
Give up! Give up! Give up!  
Please, mother, dear mother, give up.

# MAUDE REVERE'S FRIGHT

Listen, my children, and you shall hear  
Of the midnight fright of Maude Revere.  
She'd been assigned to awake her spouse  
In case the British drew near their house;  
But waking Paul was a chore to fear.

Then, one dark night on the couple's farm,  
Maude heard the bells ring a faint alarm.  
She yelled at Paul, "Get your horse and ride!  
There's British stalking the countryside."  
Paul muttered, "I'm sure they mean no harm."

Maude shrieked again: "It's two if by sea,  
And you on the opposite shore must be."  
But Paul just gave a slumbering sigh,  
And pulled the patch quilt blanket high.  
"I'll get up after while," said he.



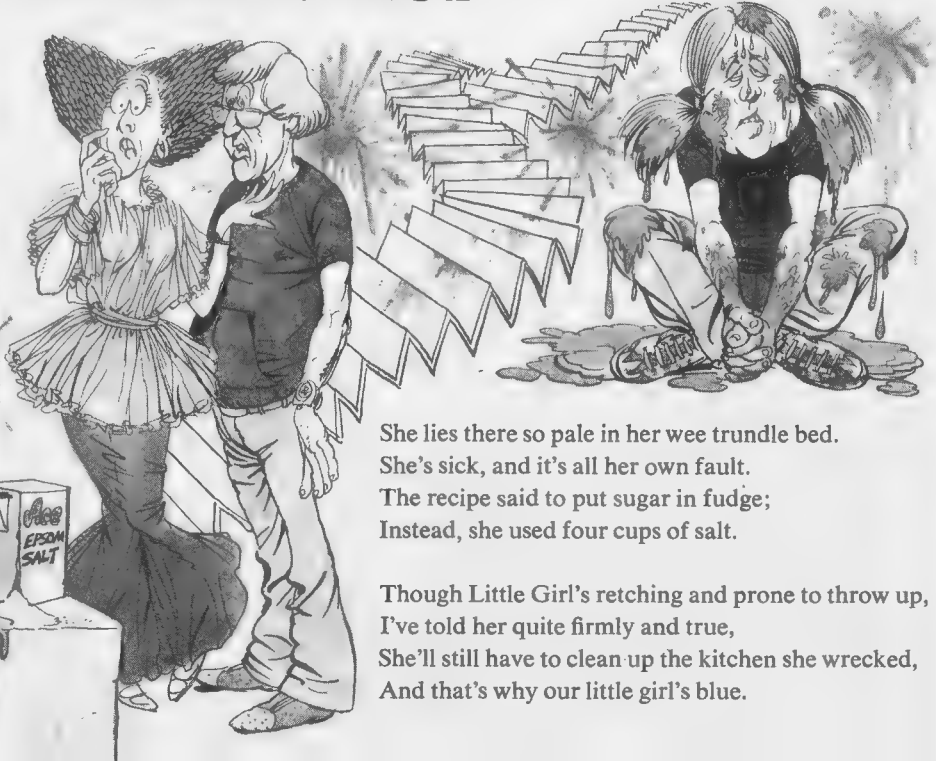
In fear, Maude followed a daring course:  
She slung Paul's body across his horse,  
Then pinned a note to his nightshirt blouse  
And sent him, snoring, to warn each house  
That British troops were around in force.

Each schoolboy's read of that night of fear  
When danger lurked with the British near.  
You've heard of pledges Paul rode to keep,  
But now you know he was sound asleep.  
That night's true hero was Maude Revere.



# LITTLE GIRL'S BLUE

Our best kitchen kettle stands crusted with gook  
That looks like petroleum sludge.  
It serves to remind us our little girl's blue  
Because she bombed out making fudge.  
Time was when no kitchen disasters had struck,  
And all the utensils looked new;  
But now, they're all caked with a layer of crud,  
While upstairs, our little girl's blue.



She lies there so pale in her wee trundle bed.  
She's sick, and it's all her own fault.  
The recipe said to put sugar in fudge;  
Instead, she used four cups of salt.

Though Little Girl's retching and prone to throw up,  
I've told her quite firmly and true,  
She'll still have to clean up the kitchen she wrecked,  
And that's why our little girl's blue.

# THE SHOOTING OF ANN MCGREW

A bunch of the girls were whooping it up in the Discotheque Saloon,  
While out on the floor, the go-go boys all danced to a funky tune.  
Sipping her booze at the Singles Bar was Dangerous Ann McGrew.  
She'd come to stare at the men down there, especially one named Lou.

Then out of the night and up to the bar, a female stranger came;  
And though she'd never been there before, she knew the rules of the game.  
"It's drinks on me!" she yelled, and winked at the gentleman known as Lou,  
While down the bar came a look of rage from Dangerous Ann McGrew.

The stranger walked to the dance floor then, and silence engulfed the place,  
For though she had feet like large pontoons, she moved with a ghostly grace.  
The only one who didn't applaud was Dangerous Ann McGrew,  
Who sat and stared with lustful eye at the gentleman known as Lou.

The barkeep spotted the danger sign, and spoke to the stranger low:  
"The dude you fancy is spoken for. I'd strongly suggest you blow."  
The stranger pulled out a gun and cried, "I'm claiming that man named Lou!"  
Then six shots echoed along the bar, not one hitting Ann McGrew.

This story proves that women can drink, and stake their claim on a guy.  
It proves that women can boldly seek the sins that money can buy.  
It proves that women can brawl and cuss and spin out a manly yarn.  
It also proves that armed with a gun, they can't shoot it worth a darn.



# ZELDA DIN

Years ago, I served the Crown  
In a humid Injun town,  
Yet the comforts there were more than might have been.  
Tho' we sweated while we drank,  
Still we very seldom stank,  
'Cause we had a laundry girl named Zelda Din.

She was Gunga Din's twin sister;  
And I'll tell you one thing, Mister;  
That poor heathen girl got no rest or repose.  
Daily, each man soiled his shirt  
While his socks got stiff with dirt.  
For a thousand troops, that's quite a pile of clothes.

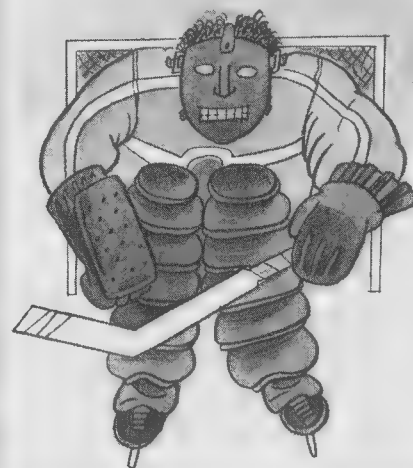
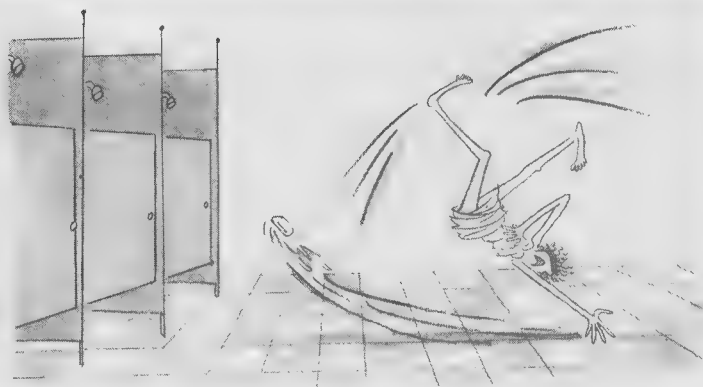


Fast as Gunga brought in water,  
Zelda used the soap we'd brought her  
To keep up with all our regiment's demands.  
With no Fab to make clothes brighter,  
And no bleach to make them whiter,  
She just scrubbed 'til she got rough, unsightly hands.

We all treated her like scum,  
But when V.I.P.s would come,  
She made sure each prize for dress parades we'd win.  
So for sudsing out our smell,  
I feel honor-bound to yell,  
"You're a better drudge than I am, Zelda Din!"

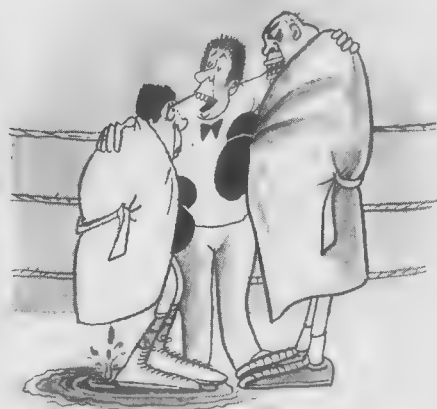
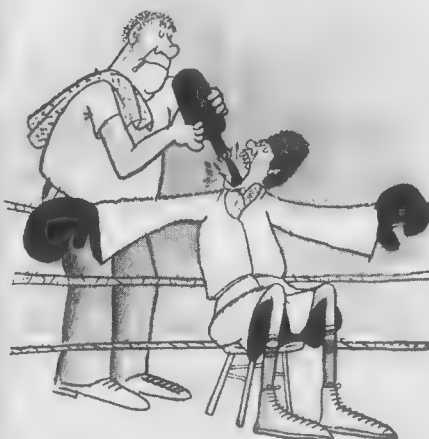
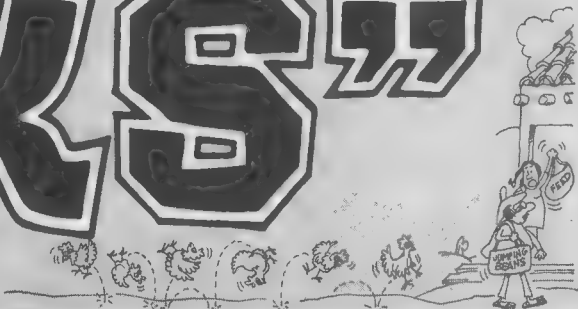


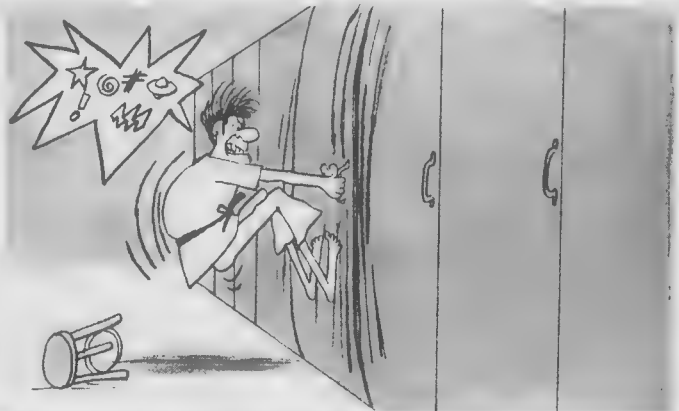
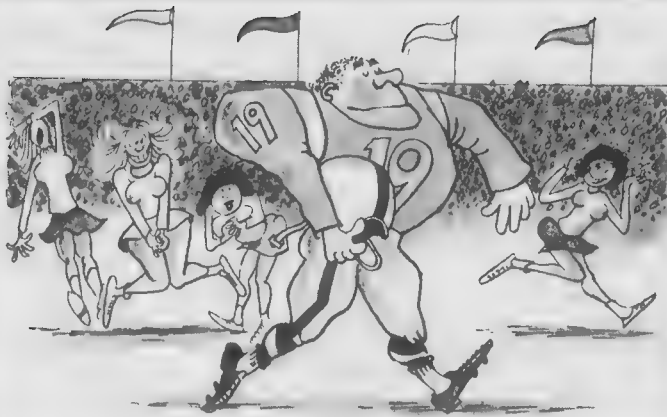
# A MAD ASSORTMENT OF...



# EXPOSED "JOCKS"

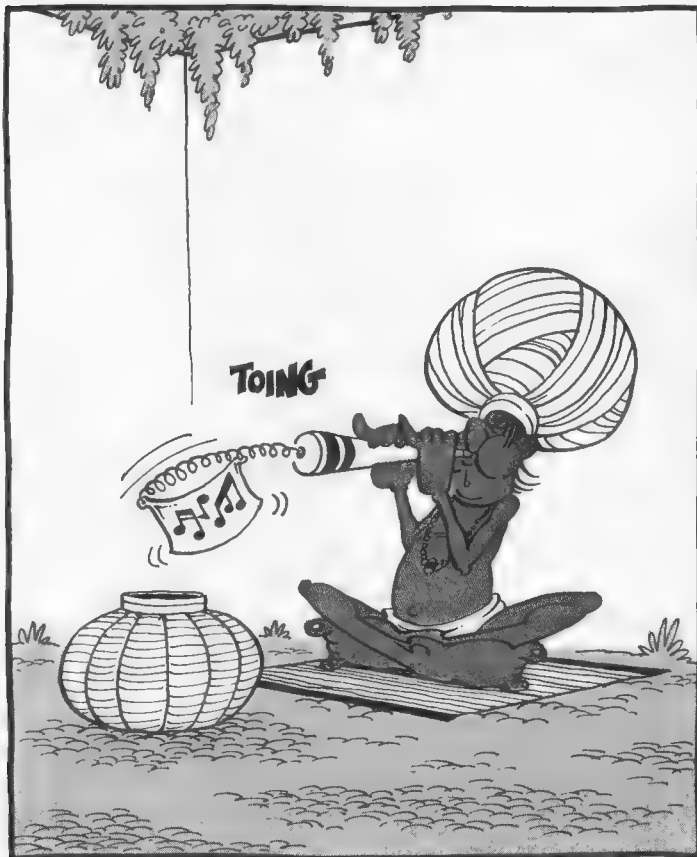
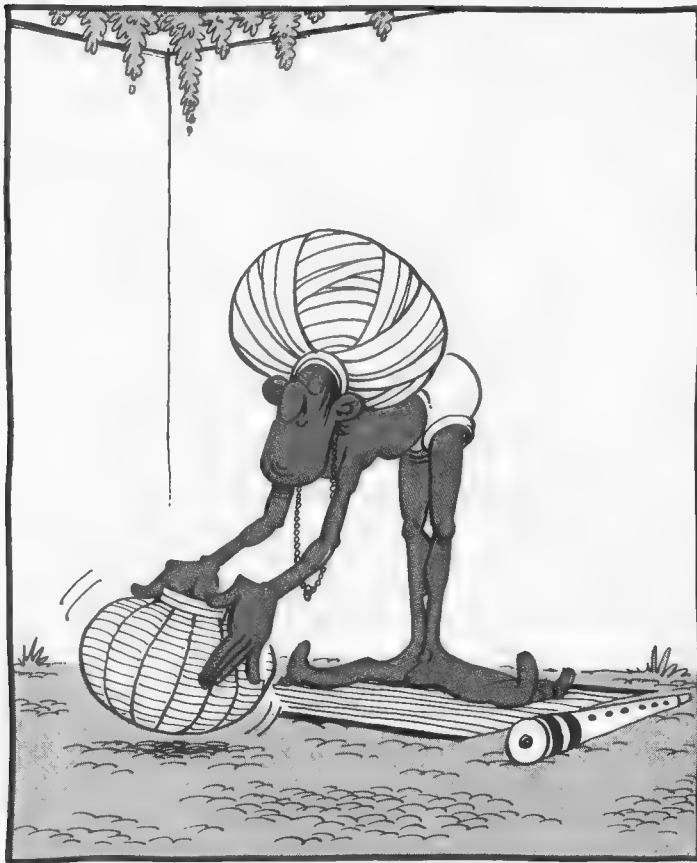
ARTIST & WRITER: PAUL PETER FORGES







# ONE MAGICAL DAY IN MODERN BAGHDAD



## ALL KIDDING A SNIDE DEPT.

There's always one person in every crowd who keeps the gang in stitches with his steady barrage of clever insults about everybody and everything under the sun. Chances are that you secretly admire the amateur Don Rickles in your group because of his quick wit, but you also hate him because you're one of the clods he keeps insulting. Well, it doesn't have to be that way, friends. You, too, can become a bubbling fountain of cruelty, taking pot shots at renowned people, places and things. To demonstrate the art of looking at the world with a perpetual sneer, we now offer the first (and only) volume of...

# THE MAD NASTY BOOK

ARTIST: HARRY NORTH, ESQ.

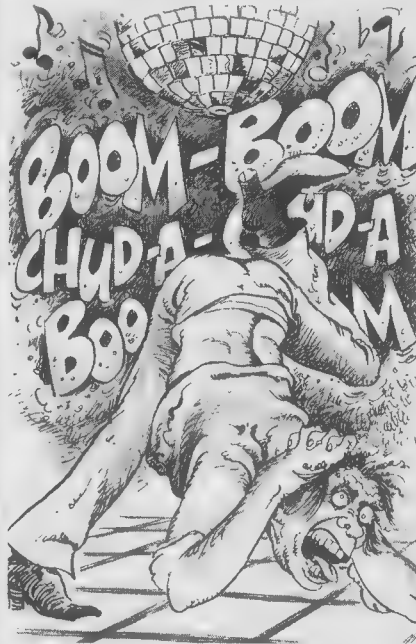
WRITER: TOM KOCH

## FRANK SINATRA



- 1....keeps all those muscle men around because he needs help lacing up his corset.
- 2....is remembered by your parents as a crooner who sang on key as recently as 1958.
- 3....never drinks before lunch because he's never awake before lunch.
- 4....only claims to be Italian so his pals in the Mafia will accept him as an equal.
- 5....has such a violent temper that even his bodyguards hire bodyguards.

## DISCOTHEQUES



- 1....are not hazardous to your health, assuming you've already lost your hearing and sanity somewhere else.
- 2....shine bright lights in your face so you'll never notice that they don't have live entertainment.
- 3....are really just hiding places for people who dress too ridiculously to be seen on the streets.
- 4....are the only entertainment spots that have their best entertainment in the parking lot.
- 5....are nice places to spend ten bucks listening to the same records you could hear at home for nothing.

## DEBBIE BOONE



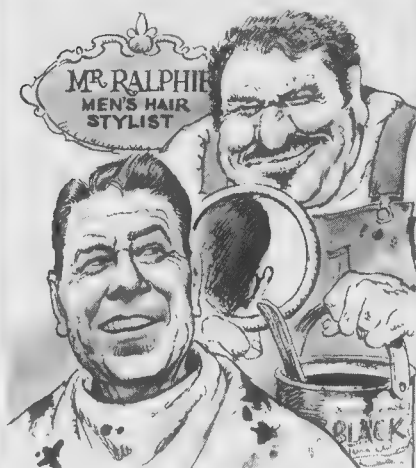
- 1....is a lot like her father, except that she weighs more.
- 2....will never become another Anita Bryant because she's not as good at expressing her prejudices.
- 3....is so overly pure and sweet that she was even rejected for membership in the Osmond family.
- 4....may be a descendant of Daniel Boone, who was never noted for his great singing voice either.
- 5....apparently is trying to make a lifetime career out of one hit song.

## THE NATIONAL ENQUIRER



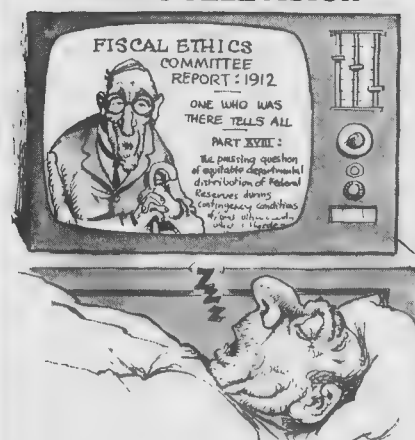
- 1....runs Jackie Onassis stories every week because there's never enough news about two-headed chickens to fill the paper.
- 2....provides entertainment for those who aren't quite bright enough to understand "Hee-Haw."
- 3....offers comfort to scholars who fear that modern civilization may be progressing too fast.
- 4....runs all the news that's fit to print—in a small box on Page 28.
- 5....will quote any psychic—except the ones who foresee coming lawsuits against the National Enquirer.

## RONALD REAGAN



- 1....has his hair blackened at the same shop that varnishes Howard Cosell's toupee.
- 2....couldn't have played college football as he claims because football wasn't invented until 1869.
- 3....was lucky he had politics to fall back on when he flopped as a movie actor.
- 4....has one major qualification for President: He specializes in jobs that don't require previous experience.
- 5....had to give up sportcasting because he was never as good as Chris Schenkel or Alex Karras.

## PUBLIC TELEVISION



- 1....keeps soliciting donations so it can stay on the air long enough to solicit more donations.
- 2....is the perfect channel to watch if you really dig long interviews with minor government bureaucrats.
- 3....exists chiefly to broadcast all of the dull programs that would be canceled if they were on a commercial network.
- 4....assumes that any drama is a classic if the actors are all so British that you can't understand them.
- 5....appeals to a wide range of viewers: those too young to know and those too old to care.

## BARBARA WALTERS



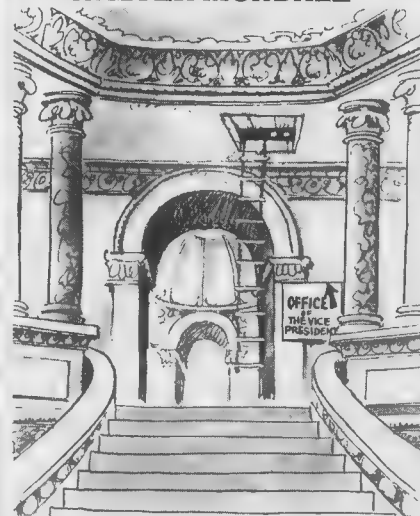
- 1....may understand the news she reads, even though no one else can understand her when she reads it.
- 2....refuses to interview people prettier than herself, which invariably leaves her with Barbra Streisand and Fidel Castro.
- 3....would rather have been a Dallas Cowboys cheerleader, but her pom-poms weren't big enough.
- 4....is lucky she's not Richard Roundtree because that's a name she couldn't pronounce at all.
- 5....proves that anyone can become a TV star with enough perseverance and rudeness.

## THE U.S. POSTAL SERVICE



- 1....has to pay exorbitant salaries to its workers because people who can move that slowly don't come cheap.
- 2....hopes to finish delivering all of the Vietnam War draft notices by sometime next summer.
- 3....is so completely automated that one employee can now smash 10,000 packages a day.
- 4....is forced to keep raising its rates because the cost of losing mail has risen tremendously.
- 5....has just made it cheaper for you to deliver a two-ounce letter to New Zealand in person.

## WALTER MONDALE



- 1....is trying to squelch rumors that he's been dead since 1977.
- 2....hopes to go down in history as our most memorable vice-president since Schuyler Colfax.
- 3....can't seem to stop trying out for the title role in "The Invisible Man."
- 4....is lucky that he's young enough to start a new and more glamorous career—like reading gas meters.
- 5....is best known for once getting his picture in the paper shaking hands with Amy Carter.

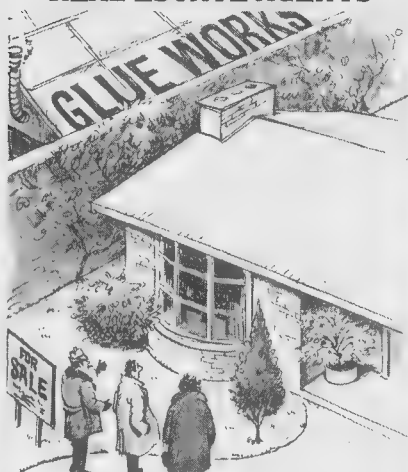


## BILL WALTON



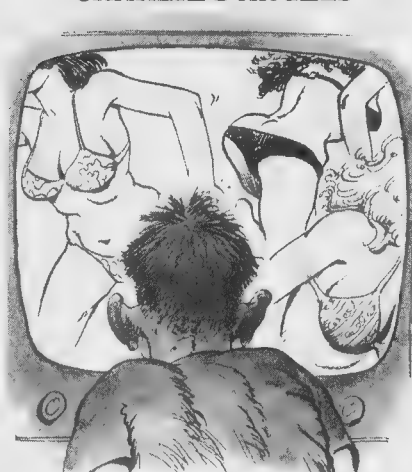
- 1....is upset because he's too pale to play with the Harlem Globetrotters and too wacky to play with the Three Stooges.
- 2....may have the best full season in N.B.A. history—if he ever plays one full season in the N.B.A.
- 3....spends all of his time in the great outdoors, except for 320 days a year when he's in court filing lawsuits.
- 4....is always auditioning for a part in the remake of "One Flew Over The Cuckoo's Nest."
- 5....is trying for a spot in the Guinness Book of Records as the world's tallest crybaby (or the world's last hippie).

## REAL ESTATE AGENTS



- 1....are usually people who were kicked out of the used car business for being too unethical.
- 2....wouldn't tell a lie for a million dollars, but they'll say anything for \$89,500.
- 3....will soon be the only people rich enough to buy the houses they're trying to sell.
- 4....often take courses in law so they can learn how to keep out of jail.
- 5....hope you're dumb enough to believe that any old house you buy will be worth \$10,000 more, once you give it a \$500 paint job.

## "CHARLIE'S ANGELS"



- 1....can change cast members each season without having it noticed because nobody ever looks at their faces.
- 2....has added a whole new dimension to TV drama—shallowness.
- 3....is the most realistic action show to hit television since Woody Woodpecker retired.
- 4....is enjoyed by viewers who aren't smart enough to understand anything else on TV except the test pattern.
- 5....uses scripts that were rejected for cheap porno movies because the plots were too unbelievable.

## THE TOBACCO INDUSTRY



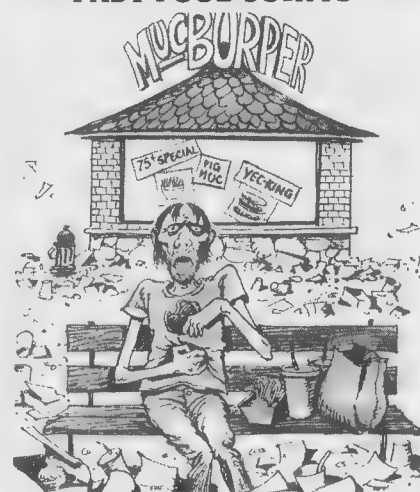
- 1....still insists that the three main causes of lung cancer are flat feet, backgammon and gargling with Top Job.
- 2....considers a scientific test to be inconclusive unless it kills everyone who takes it.
- 3....hopes that enough kids will start smoking to make up for all the older smokers who are dropping dead.
- 4....has warned the Surgeon General that telling everything he knows may be hazardous to his health.
- 5....won't even concede that inhaling water causes drowning.

## QUEEN ELIZABETH



- 1....looks a lot better on her postage stamps than she does in person.
- 2....may be a good speaker, but her voice is pitched so high that only dogs can hear it.
- 3....wears those awful hats because she can't find any other way to get an audience to laugh.
- 4....is living proof that any woman can land a good job if she's in the right place at the right time.
- 5....will be chosen Best Dressed Woman of 1946, if they ever decide to give that award again.

## FAST FOOD JOINTS



- 1....have shown us it's possible to get indigestion and malnutrition at the same time.
- 2....now offer warm lard in a total of 83 fascinating flavors.
- 3....have to cut corners by serving lousy food so they can afford more TV commercials to sell it.
- 4....are the only places that make you take a number and wait in line to be poisoned.
- 5....serve everything wrapped in paper and plastic so you can follow the trail of litter to their nearest franchise.

## THE CHICAGO CUBS



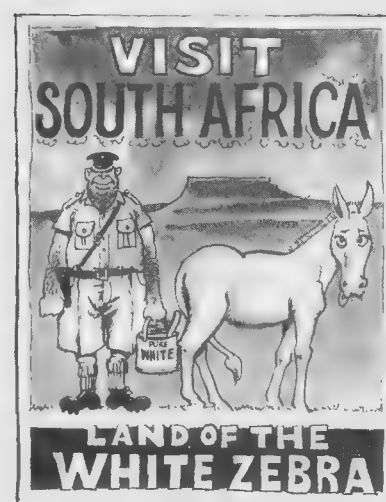
- 1....have three outfielders who think the game they're playing is volleyball.
- 2....might do better if they didn't insist on scheduling major league opponents.
- 3....play all their home games in the daytime because enraged fans aren't as likely to attack them.
- 4....haven't won a pennant in so long that they can't remember what they're trying to do.
- 5....have fielded a team every year since 1876, and some of the guys are beginning to show their age.

## ILIE NASTASE



- 1....always gestures with his middle finger because he thinks it's rude to use the same one he picks his nose with.
- 2....is the only person in the world who can make Jimmy Connors seem like a gentleman.
- 3....somehow thinks he's psyching out an opponent when he's really just making a complete ass of himself.
- 4....is a fun guy to have around, assuming you enjoy being screamed at in Roumanian.
- 5....refuses to cut his hair shorter because he knows it would cause him to look even more like Charley Callas.

## SOUTH AFRICA



- 1....is a terrible place to visit, but you wouldn't want to live there.
- 2....is a shopper's paradise, assuming the main things you're shopping for are Kruggerands and slaves.
- 3....is one of the few countries with two national languages, and the only country that can't talk sense in either of them.
- 4....doesn't enter the Olympics because its athletes only run fast when they're waving guns and chasing black people.
- 5....is looking forward to the year 2000 so it can start the 19th Century again.

## IDI AMIN



- 1....wears so much gold braid on his cap that it's pressed down and mashed his brain.
- 2....wouldn't mind being named Homicidal Maniac Of The Year if they'd give him a medal to go with the title.
- 3....shows great form on the palace basketball court, now that the guy who used to guard him has been executed.
- 4....forced everyone out of Uganda who is smarter than he is, which left the country with a population of 14.
- 5....is unfairly called insane when he's really just a sadistic, paranoid mental deficient.

## STATE HIGHWAY DEPARTMENTS



- 1....are convinced that half the fun of having a detour is springing it on you without warning.
- 2....love to open a new stretch of road before a single gasoline station has been built anywhere near it.
- 3....take half your money in gas tax so they can build toll roads that will take the rest of your money.
- 4....save all of their big construction jobs for mid-summer so they can inconvenience more tourists.
- 5....send out travel brochures that omit every unpleasant fact about the area that might keep you from coming.

## JOHN TRAVOLTA



- 1....has an amazing natural talent for playing dumb, inarticulate high school drop-outs.
- 2....only seems to have a sexy walk because he wears bed springs inside his shoes.
- 3....may be the biggest new star to hit Hollywood since Frankie Avalon.
- 4....majored in mumbling at the Marlon Brando School of Speech.
- 5....had his chin dimpled by the same plastic surgeon who brought fame to Kirk Douglas.

## PICK ACTS DEPT.

Remember the good old days of TV commercials when, in order to prove how good his product was, an advertiser used to knock "Brand X"? Well, if you've been watching the tube lately, you know that we don't have

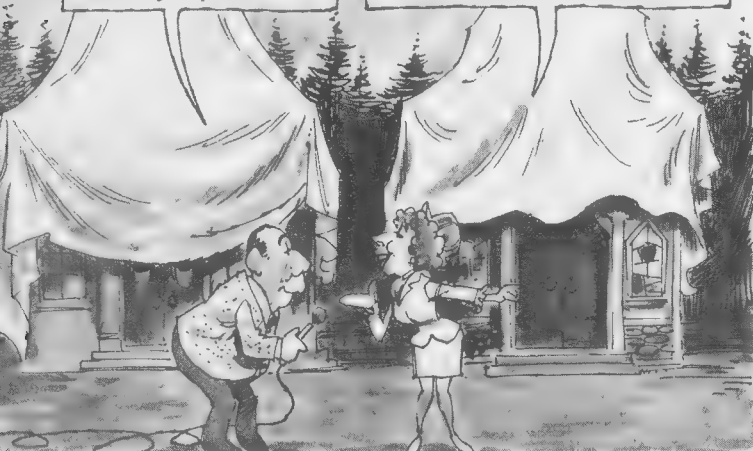
"Brand X" to kick around anymore. No sir, nowadays on TV, advertisers kick around the real thing. For example, Lincoln kicks Cadillac, Pepsi kicks Coca-Cola, Pinto kicks all the other cars, and so on. It's all

# COMPARISON IN EVERYDAY

## CHOOSING A HOUSE OF WORSHIP

Well, Mrs. Farber . . . you've spent an hour in both of these Houses of Worship! And you don't know which is which, right? Now . . . which one do you prefer . . . ?

Oh, there's no doubt about it! I found the one under that cloth much more uplifting! I mean, I was real depressed when I walked in, but that one really raised my spirits! Yes, I definitely prefer that House of Worship!



Are you surprised to see which one you chose?

Wow! A Catholic Church! Shriek . . . laugh . . . giggle! I don't believe it! I mean, I've been using Synagogues all my life . . . but it's the Catholic Church for me from now on! Yes, sir, I never experienced a miracle like that before!



## SELECTING THE BEST SURGEON

Well, Mr. Gribbs, both of these Surgeons have performed exploratory surgery on you! You can't tell one from the other under those masks! Now . . . which one would you prefer to remove your inflamed appendix?

Oh, definitely that one! His touch was great and his cutting was smooth! Yeah, I choose him!



Why . . . it looks like you chose Dr. Finster!

Over Dr. Zetts?! You gotta be kidding! Chuckle . . . chuckle . . . I mean, I've been going to Dr. Zetts all my life! Why, he removed my hemorrhoids! He fixed my hernia! His pills always tasted milder! But now—well, I'm switching to Dr. Finster from here on in!





done through the ever-popular gimmick known as "The Comparison Test." Well, we got to thinking: What would happen if this device were to be carried over into other areas? F'rinstance, let's take a MAD look at

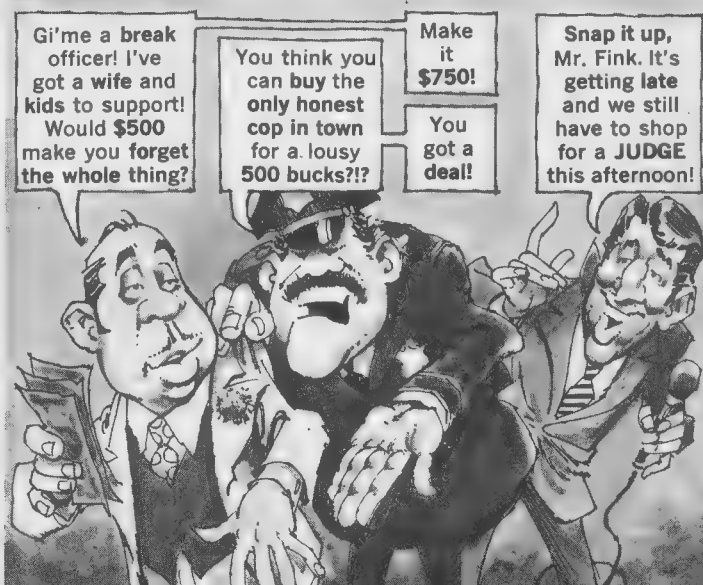
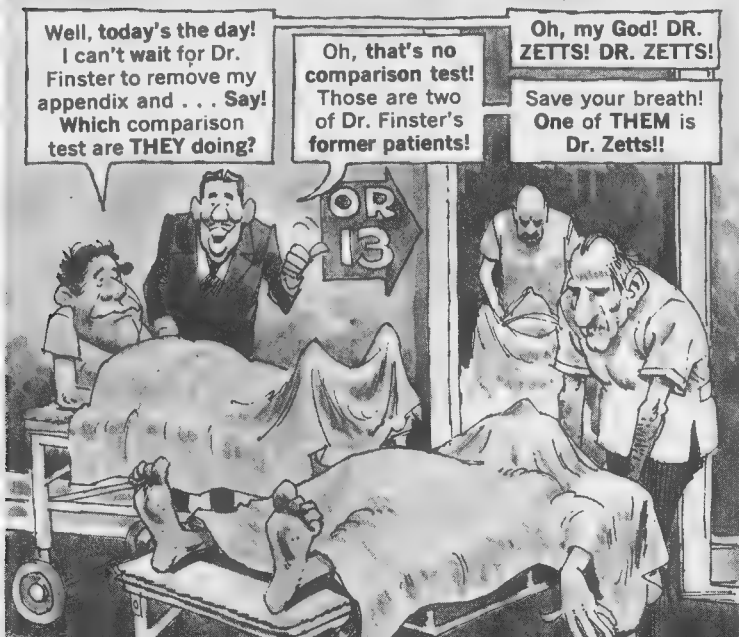
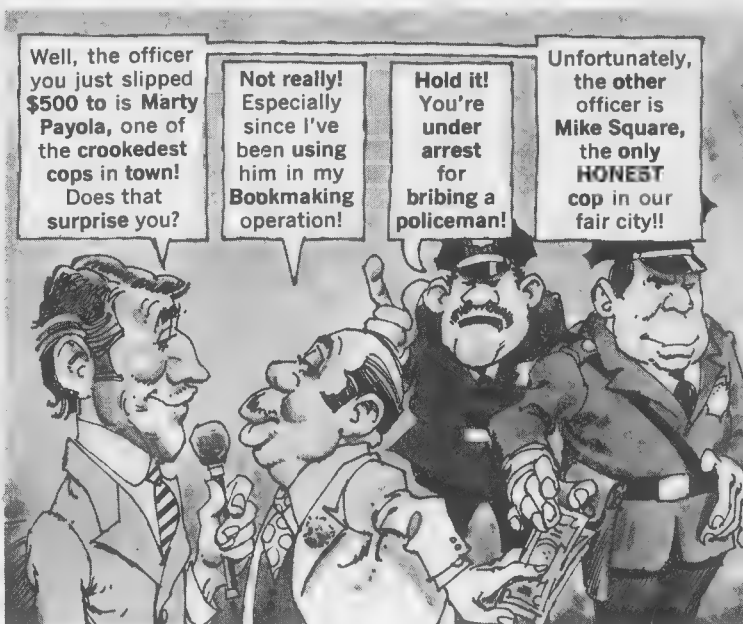
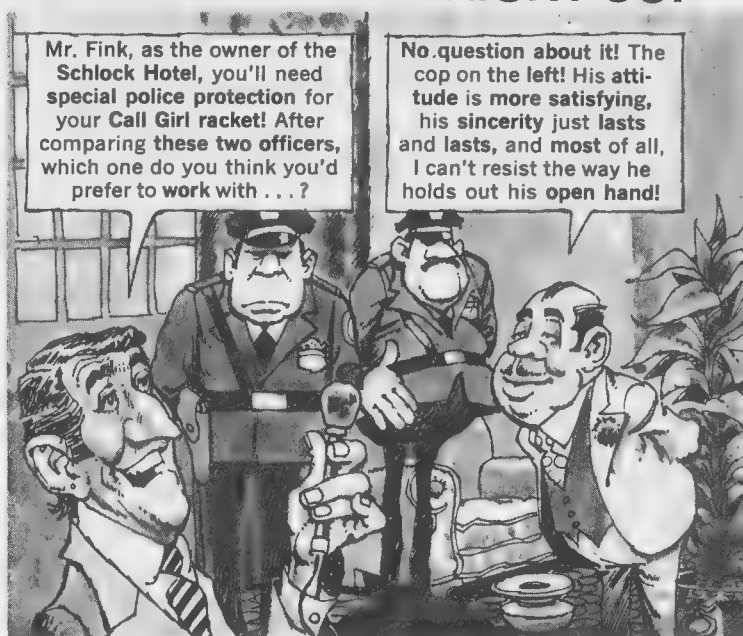
# TESTS Y LIFE

ARTIST: JACK RICKARD

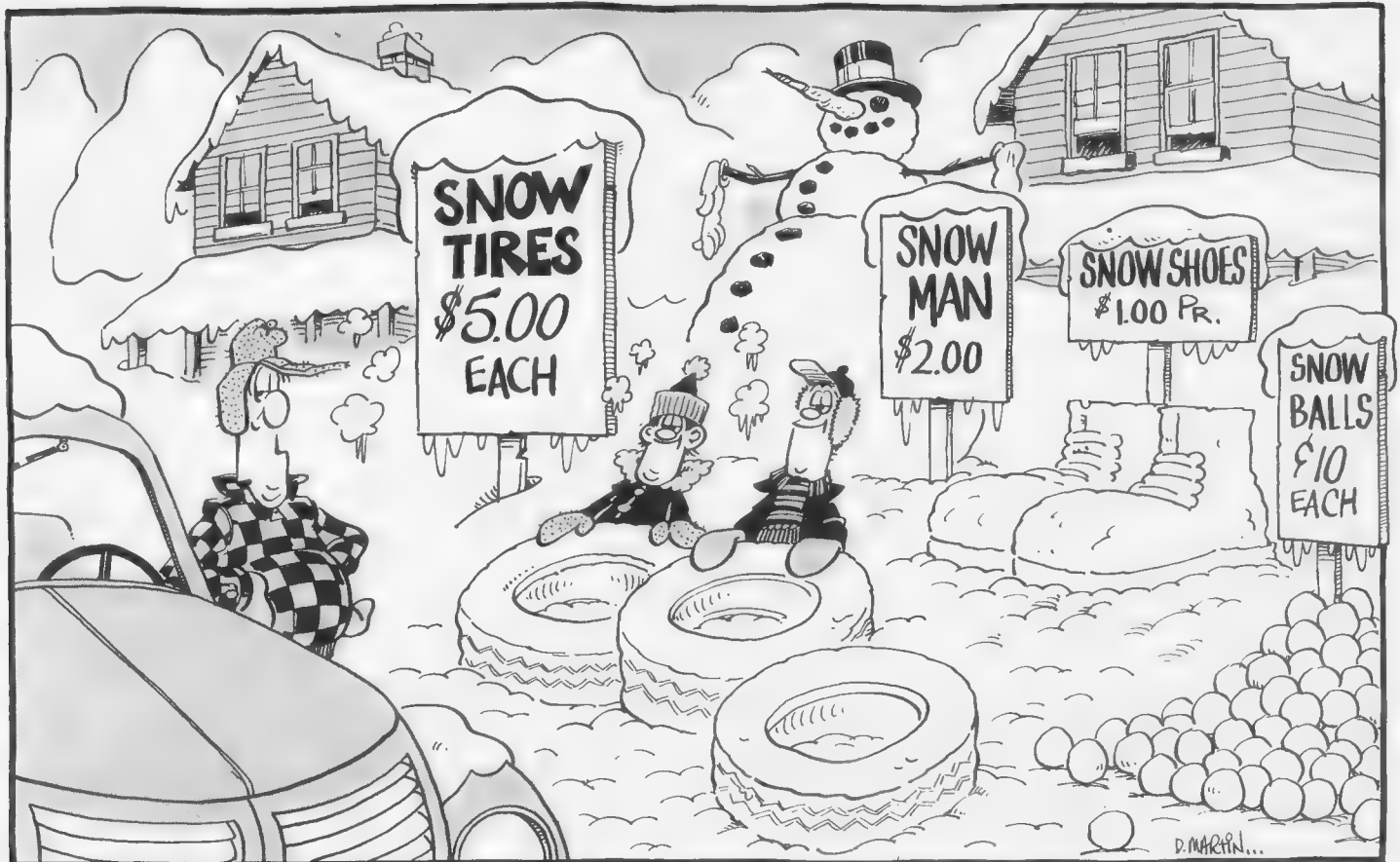
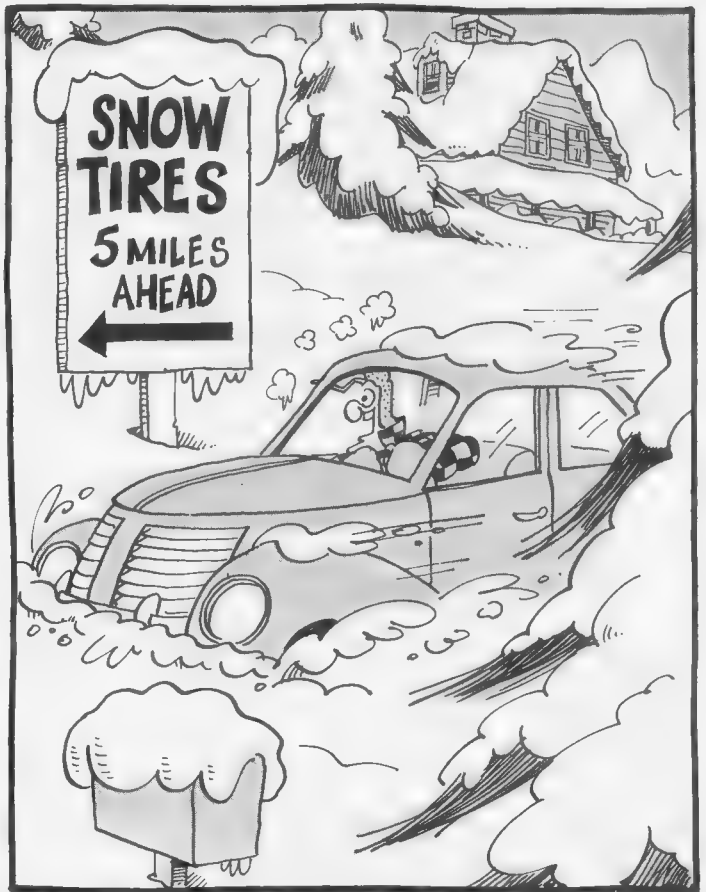
WRITER: LARRY SIEGEL



## PICKING OUT THE RIGHT COP



# ONE COLD AFTERNOON OUTSIDE BUFFALO





Every year, our government spends millions of dollars buying stuff. And every day, we hear about millions of dollars spent on stuff that was later discovered to be no good. Well, since it's our tax money that's being wasted, we at MAD feel that the government should be forced to shop more wisely. And what do many wise shoppers use to help them make their shopping decisions? "Consumer Reports"—the marvelous magazine that tests and rates almost every product offered for sale in this great country of ours. MAD therefore proposes that "Consumer Reports" take that much-needed step in their campaign to protect us little guys, and eliminate the costly mistakes made by government purchasing agencies with this special edition of their magazine:

# CONSUMER REPORTS

FOR GOVERNMENT PURCHASING AGENCIES

## In This Issue

**SIX NEW AIRCRAFT CARRIERS**  
Which One Is The Best Buy?

**THE LM2500 NUCLEAR POWERED  
NATO HYDROFOIL MISSILE SHIP**  
Is It A Sea-Going Edsel?

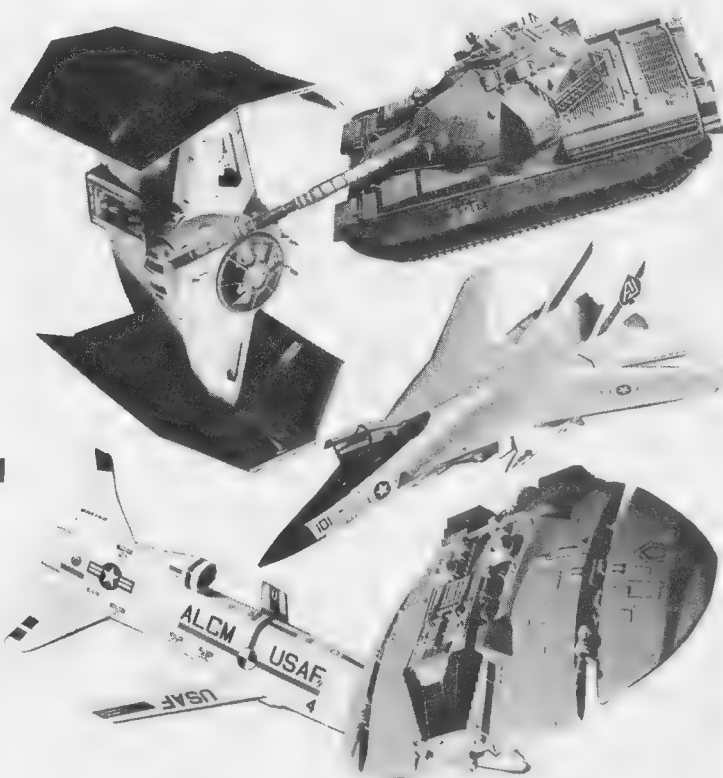
**GENERAL ELECTRIC**  
Their Refrigerators Are Okay,  
But What About Their New  
FFG-7 Supersonic Jet Engines?

**MARS—240 MILLION MILES FROM EARTH**  
What's The Cheapest Way To Get There?

**THE AIR FORCE'S NEW T-44-A  
ADVANCED MULTI-JET TRAINER**  
Performance Is Acceptable—  
But What About That Warranty?

**NEW ICBM NUCLEAR WARHEADS**  
Are They Worth The Money?

**PLUS...CRGPA RATINGS ON THE LATEST WAR MOVIES**  
**SILOS THAT HOLD OVER 20 MILLION TONS OF GRAIN**  
**AUTOMATIC SIGNATURE-SIGNERS FOR POLITICIANS**  
**TWO NEW SUPERTANKERS—ONE THAT COST 100 MILLION**  
**WAS AS GOOD AS ONE THAT COST OVER 130 MILLION**



MARCH 1979  
A PUBLICATION OF  
CONSUMERS UNION  
NO ADVERTISING  
NO LOBBYING AND  
NO GRAFT PAY-OFFS



# Six New Aircraft Carriers

When the government goes out and plunks down two billion dollars of hard-earned cash (hard earned for the tax-payer, easily plunked down for the government), it should know what it's getting for its money. For this report, we rounded up six new aircraft carriers and put them through their paces. Well, actually, we tried to put them through their paces. Quite frankly, two billion dollars doesn't buy the kind of quality that it used to!

Aircraft carriers range in length from under 500 feet to over 1000 feet, but for simplicity's sake, we've grouped them as "Large," "Very Large" and "Humongus". The list of options was staggering. There were pages and pages of them. The buyer had his

choice of propulsions, communication centers, electronic warfare equipment, catapults, elevators, arresting gear, etc. In each case, we chose what we thought was good value for the money. Fortunately, choice of color was a lot easier. In every case, it was battleship gray.

In order to test these aircraft carriers fairly, we sent out a member of our staff posing as a Dictator of a small emerging nation. He purchased six different carriers. Upon receiving the carriers, we ran them each for a period of six months, using them in both calm and rough seas. From time to time, we wiped small villages off the face of the earth in order to test their war capabilities. Here, then is a summary of what we found:

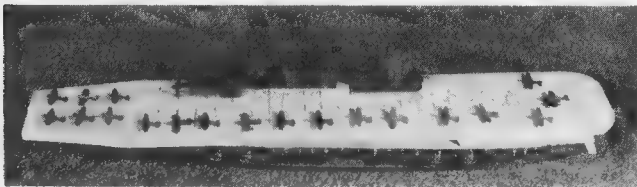
## RATINGS

### AIRCRAFT CARRIERS

#### Acceptable

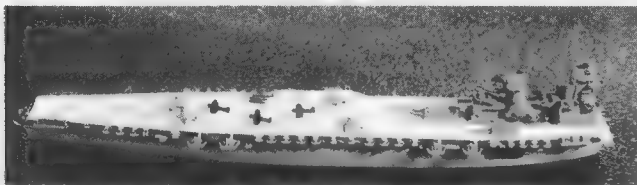
##### UNITED STATES AIRCRAFT CARRIER

This vessel was large, roomy and comfortable, and was preferred by almost all our test staff members. Although it had plenty of military equipment such as blast shields, life nets, mid-sea fueling stations, dual landing pads, sonar, etc., it received extra points because it also had four restaurants, two movie theaters, a laundromat, a gym, a bowling alley and closed circuit TV. List price: \$2,900,000.00. Staff paid \$2,499,999.99 at a January Gray Sale.



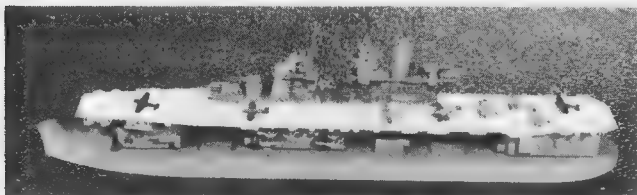
##### RUSSIAN AIRCRAFT CARRIER

The Russian entry was the lowest priced carrier in the test, only \$1,067,000.00 including postage, which cost up to \$450,000 on some of the other carriers. Although the construction of the hull itself seemed quite substantial, it lacked many of the niceties of the U.S. entry. The entertainment complex on this ship consisted of a slide projector and a box of out-dated magazines. Also, the low, low price was reflected in the absence of instrumentation on the control bridge.



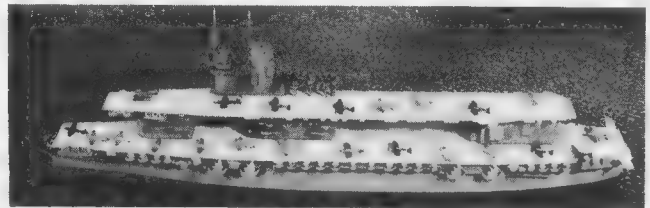
##### JAPANESE AIRCRAFT CARRIER

The Japanese entry seemed to be the best dollar value, but with 4,789 gauges labeled with things like 現 and 利, we were unable to test it thoroughly. As a matter of fact, we had to call off our tests when we pushed a control that we thought was "forward" and the vessel filled with water and sunk at dockside.



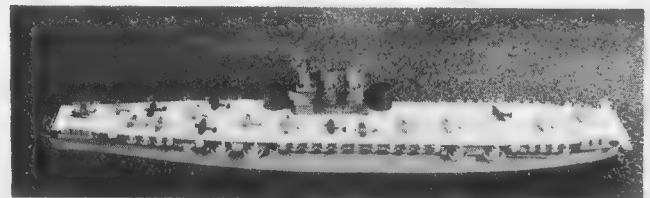
#### ENGLISH/FRENCH AIRCRAFT CARRIER

Still not ready for testing at press time, the English and French are trying to equal their accomplishment with the "Concorde SST" by designing an aircraft carrier that can cruise at 1000 knots an hour. However, it has two drawbacks that we can see so far: It will only carry ten sailors, and a very small Piper Cub. In addition, delivery time has been moved to the year 2003, and at our last check with the factory we were informed that they were about 14 years behind in making that delivery date.



#### ITALIAN AIRCRAFT CARRIER

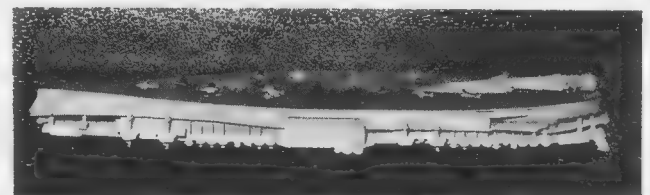
The Italian entry had some novel innovations. Among them was a large room, large enough to land enemy aircraft and discuss matters over some serious wine-tasting. Also, it had capacity to make pizza for 8000 men at a sitting.



#### Not Acceptable

##### POLISH AIRCRAFT CARRIER

At first, the Polish entry seemed to be the very best of the lot. Landing planes on the flight deck was a snap. It had the widest and longest deck of all the carriers tested. Furthermore, the deck had no dangerous obstacles for planes to hit on take-off or landing. About the sixth day of the test, we learned why: The Polish Aircraft Carrier floats upside-down in the water!



# Latest Spy Equipment

It is vital for some government agencies to stock and use spy equipment such as mini-tape recorders and sub-sub-compact cameras. This is done, of course, for national security, as well as for laughs.

For this test, we gathered up all the sub-miniature equipment we could find. However, much

of it was so small, it was lost during the tests. Our mail department, for example, threw out a lot of it by mistake along with the packing cases it came in. And our cleaning people accidentally threw out even more of it. As you can gather, we're talking about *really small* equipment! Here, then, are the test results of the stuff we were able to keep track of:

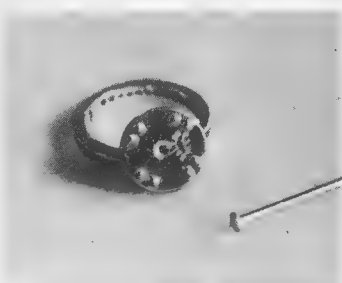
## RATINGS

## LATEST SPY EQUIPMENT

## Sub-Sub-Compact Cameras

## THE FINSTER RING-O-MATIC

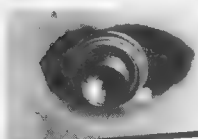
Here is a miniature camera designed as a ring. As you can imagine, loading and unloading the film in a camera this size can be difficult. To show you how small the film actually is, look at this photo of an ordinary pin. A six-pack of film for the **Ring-O-Matic** is *under* that pin. The pictures turned out by the **Ring-O-Matic** were very small. However, if you order the "Super-Gigantic Poster-Sized Enlargements," the prints were 1 inch by 1 inch. The camera is fired automatically when the wearer claps his or her hands together. This eliminates cocking the shutter and pushing a shutter button for each picture. But it also had its drawbacks. Our test subject wore the **Ring-O-Matic** to a play, and at the final curtain, accidentally took 427 unwanted photos.



## THE COWZNOFSKY MOLAR-MATIC

This camera is designed to fit into your mouth, and you can take a picture merely by clenching your teeth. It takes some practice, however, not to cover the lens with your tongue. Also, loading the camera is simple, but unloading it is yecchy, especially if you've used it while dining with your subject.

### Wide-Angle Lens



### Normal Lens



## Telephoto Lens



## Mini-Mini-Tape Recorders

## THE AJAX "WATCH 'N' LISTEN"

This tape recorder is small enough to fit under your wristwatch. But it has several drawbacks: When we listened to a replay of a tape made by our first tester, the 60-minute tape contained nothing audible but the "Tick-tock-tick-tock-tick-tock" of his watch. We then tried a tester wearing an electronic watch, and we got a 60-minute tape of "HMM." As a last resort, we had a tester wear the tape recorder with no watch to hide it. Unfortunately, he was shot as a foreign spy.

## THE GF "COIN-A-PHRASE"

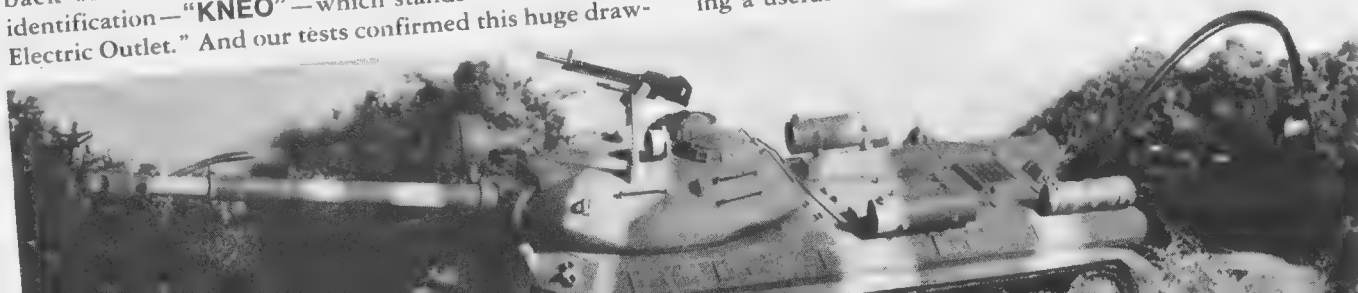
This ingenious tape recorder is no larger than a quarter. In fact, it looks exactly like a quarter. The idea is to lay it on the bar near your subject, so it looks like ordinary change. The quality of sound reproduction is excellent, and it records for 2 hours on one mini-battery. But here's a tip! Don't lay it on a bar, even if the Instruction Manual recommends it. The Bartender in our test situation thought it was a tip, and kept it. Which turned out to be a \$356.00 tip (list price) on a 75¢ drink. Incidentally, the only way to tell the **Coin-A-Phrase** tape recorder from a real quarter is to check the face of the coin. On the **Coin-A-Phrase**, instead of "In God We Trust," it says, "In Duracell We Trust." That's the battery compartment lid.



## Electric Tank Appears On The Scene

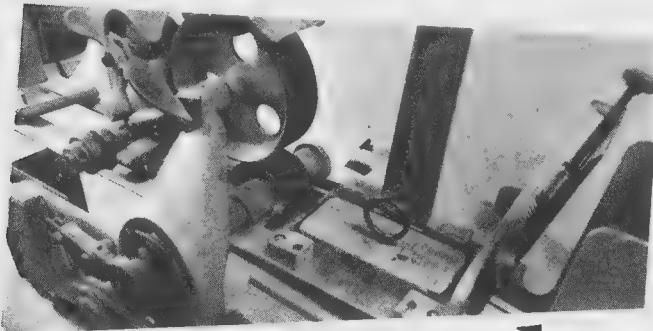
While the citizen consumer market has a use for the electric car, it seems to follow that the government would have a use for an electric tank. Well, they may get one someday . . . but not now, if the **KNEO-1 Armored Tank** is any example of the current state of the art. The biggest drawback of this two-man tank is hidden in its model identification—"KNEO"—which stands for "Keep Near Electric Outlet." And our tests confirmed this huge draw-

back. Because of the weight of the armorment and the heavy steel construction, the tank's electric motor was only able to propel the tank a distance of 328 feet before the batteries needed recharging. The price of \$150,000.00 does include a 100-foot extension cord, and even though the instruction manual boasts "Charges itself even while in battle as long as it's plugged in," we feel this entry is a long way from being a useful addition to any military power's arsenal.



## Ooops! Sorry About That!

In our last issue of *Consumer Reports For Government Purchasing Agencies*, we reported that the new **Battlefield Portable Communications System BF/PCS-2-GRN** automatically scrambled and coded all information so that only a matching **BF/PCS-2-GRN** unit could unscramble and decode that secret, confidential information. Unfortunately, further testing has proved that we were wrong! The information broadcast by one of these units can be picked up by any transceiver, including those used by enemy agents. CRGPA wishes to apologize for this mistake, especially to the guys in the Pentagon who will now have to make up totally new plans to protect the United States from foreign powers.



## In The Works

### CRGPA

### Tests Military Cookbooks

Grandma probably told you how much butter and salt to put into your potatoes to please a family of five, but how much butter and salt do you need to please an Army base of 50,000? It's a little more complicated.

CRGPA bought samples of 10 Military Cookbooks and prepared several recipes as per their instructions. We then had staffers sample and rate the results, which we will publish next month. (P.S. If you'd like any mashed potatoes for your family, or for land-fill, or for any reason, stop by our offices. We made mashed potatoes for 60,000 . . . and our staff consists of six people. Talk about left-overs!)

### Wind Turbines

The Federal Government has invested in many small businesses in the hopes of coming up with a feasible method of generating power with wind turbines. Wind turbine, of course, is just another name for "wind mill"—but with the government spending millions of dollars on research, they had to come up with a more "technical" name for wind mill, and that's why the name "wind turbine" was invented.

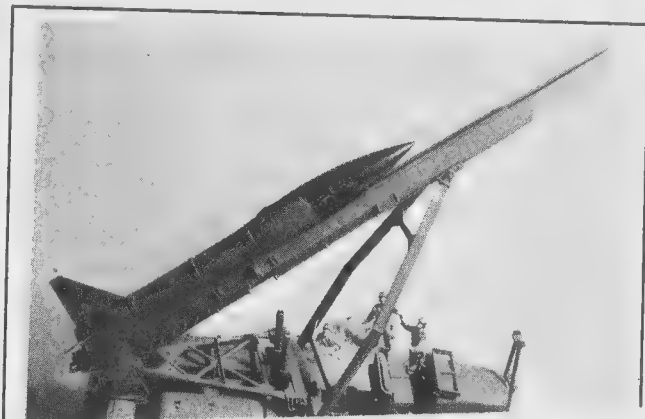
The results to date are only marginal. In our estimation, the best plan was developed by a firm called ORAL INDUSTRIES, which is working on a turbine that will convert hot air emanating from the mouth into energy. ORAL INDUSTRIES estimates that they could set up such a unit inside the House of Representatives, and generate enough power in one Congressional Session to supply electricity to the entire Northeastern portion of the United States. The House of Representatives, however, voted recently against giving any more development money to ORAL INDUSTRIES. While doing so, they generated over 100 million volts.

## Satellite Launchers

No matter what purpose a satellite is used for: communications, education, reconnaissance, etc., it has to get into outer space via a launcher. Up until now, launchers such as *Delta*, *Centaur* and *Titan III-C* have cost upwards of five million dollars each. So you can understand how excited we were when we heard recently about a new satellite launcher under construction by the Orbital Insertion and Bedspring Manufacturing Company of Buffalo, N. Y.

We telephoned Carl Ticking, the President of OIBMC, and inquired if we might be able to acquire one of their new launchers for testing purposes. He asked us what we intended to use it for, and we told him we wanted to launch a weather satellite that would circle the earth and report back weather conditions. Carl informed us that their new satellite launcher was still in the construction stage, and the best they could offer us at the present time was a **Junior Orbital Inserter**, which might be able to put a very small weather satellite into orbit around a small town at best, and only around the block at worst.

Still and all, since the **Junior OI** lists for only \$239.00, it is a far cry from the five million-plus that the others go for, and we will keep close tabs on its progress.



## Letters To Us

Gentlemen:

Thank goodness not all government agencies read your trashy magazine with its useless tests. A few months ago, in your article, "*CRGPA Tests Postal Service Equipment*" you downgraded our **Automatic Zip Code Reader/Sorter**, yet the Postal Service saw fit to buy 20,000 of our units!

Now, what do you say?

Bill O. Laidin  
Chicago, Ill.

*We don't have to say anything, Bill. You mailed your letter on January 5th, and we received it on May 23rd.*

Gentlemen:

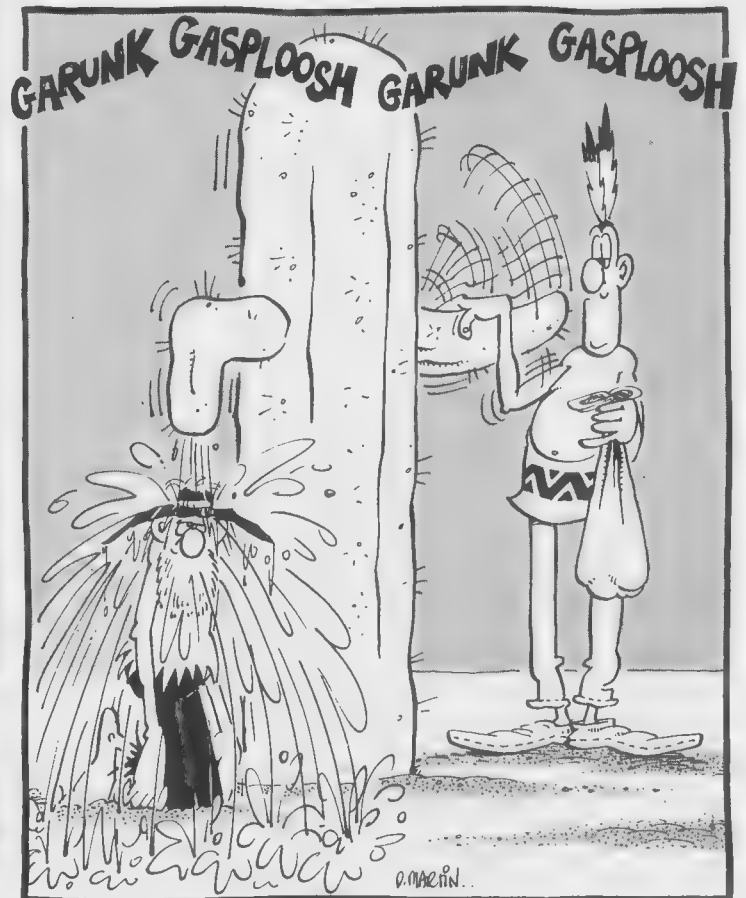
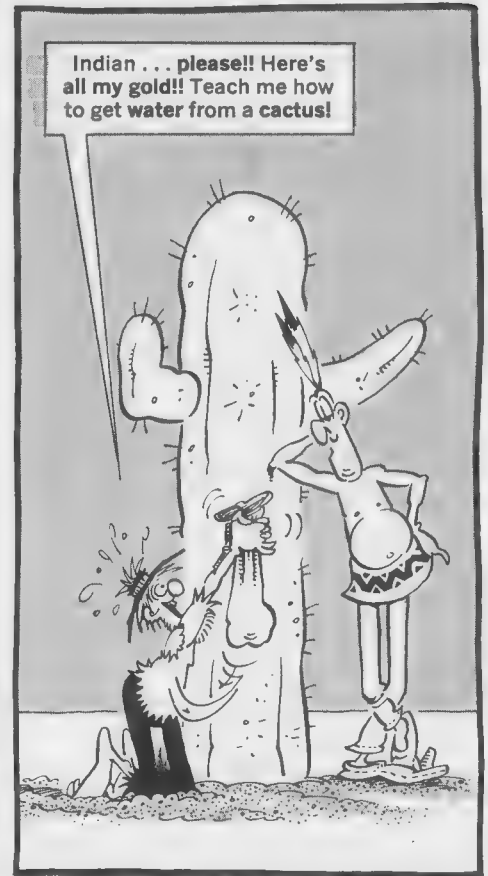
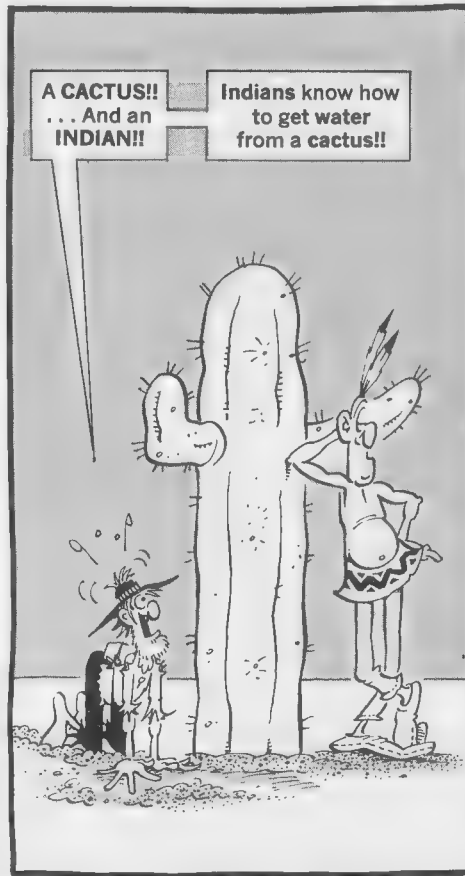
Your magazine is a good one, but I wish to take this opportunity to warn your readers about Missile Repair Gyp Artists. We had some trouble with our **675-HJK Turbo-Fan Missile** (CRPGA, June '77) and called in a service man. We knew it was just a by-pass resistor in the Harrier Circuit, but this con artist hit us with a complete Fanbarker Assembly replacement. What do you think?

Gen. Wade Inwater  
APO San Francisco

*Sounds like he gave you the turbo-shaft, General! Thanks for your letter. Readers, take heed.*

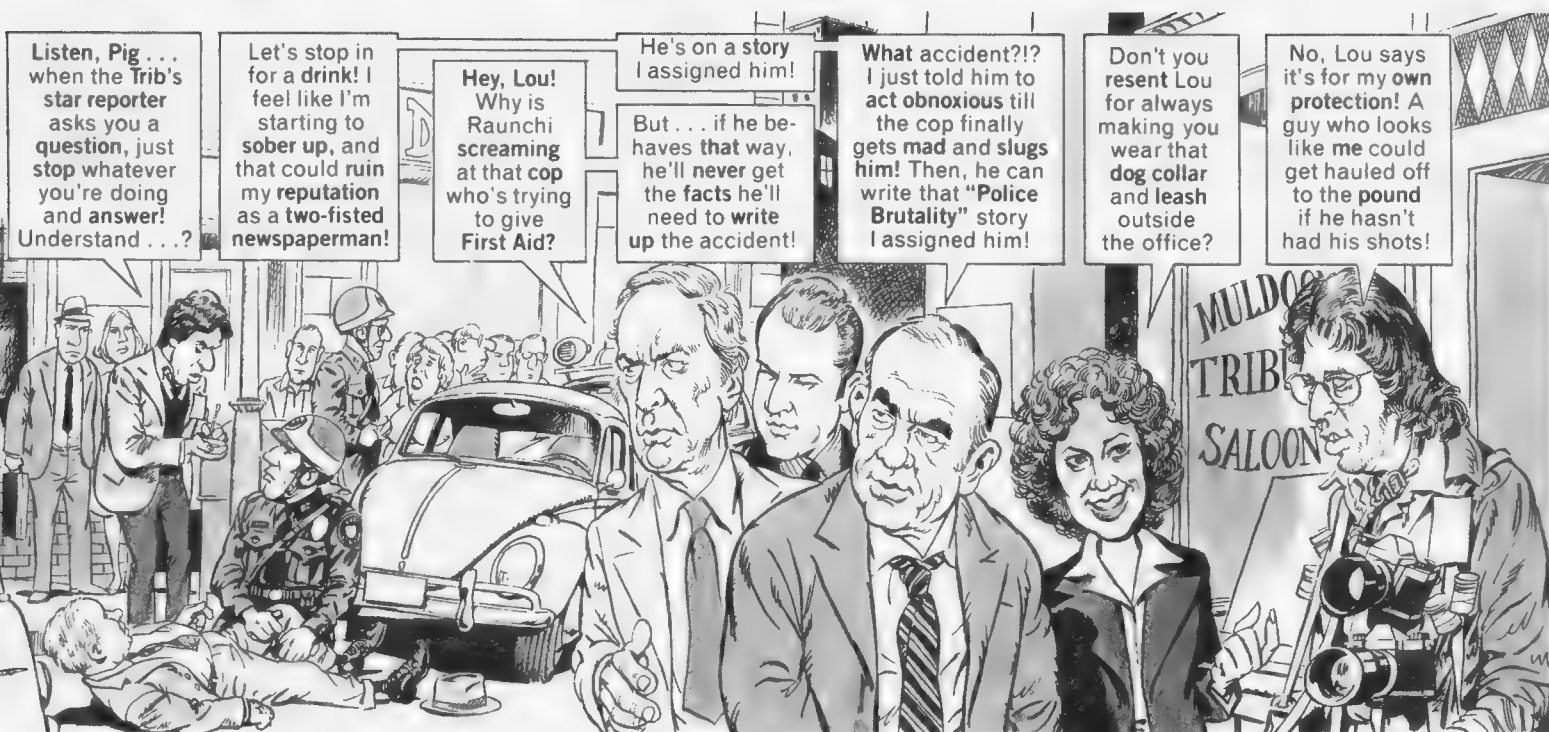


# ONE HOT AFTERNOON IN THE AMERICAN DESERT



Remember the terrific "Mary Tyler Moore Show" of a couple of seasons back? It took place in the newsroom of a mythical TV station, where a funny Editor and his funny Staff got involved in a different funny story every week. Well, that Editor now has a TV show of his own where he plays a similar role as the City Editor of a mythical newspaper. The only difference is that now he's no longer surrounded by a funny Staff . . . and the stories he gets involved in every week aren't very funny either. Which may help to explain why he's now known as . . .

# Lou Grouch



ARTIST: ANGELO TORRES

WRITER: TOM KOCH



I don't get it! I'm the boss of 200 people here in the City Room, and not one of them ever speaks to me! Why?

Because they're Extras who are hired just to sit there! See, our Producer thinks they make it more believable when you and I, and two reporters seem to be putting out the paper all by ourselves!

These Editorial meetings ALWAYS vote to feature my hottest local story on page one! But today, you want to headline some dull item about Portugal sinking into the ocean?!? And you call yourself a Newspaperman?!?

No, I call myself the Janitor! But you asked for my opinion, so I gave it to you!

When I was News Editor on the Mary Tyler Moore Show, I never had this kind of trouble ... finding local stories that make me look good!

That's because your staff were talented performers who'd make ANYBODY look good! But now, you've only got US!!



Cheer up, Lou! We'll think of a big story! How about finding a kidnapped millionaire ... or impeaching an incompetent judge ... or having Raunchi pose as a mental patient to expose conditions in our State Hospitals?

Nahh! We did all that stuff last week! Besides, it was unbelievable!

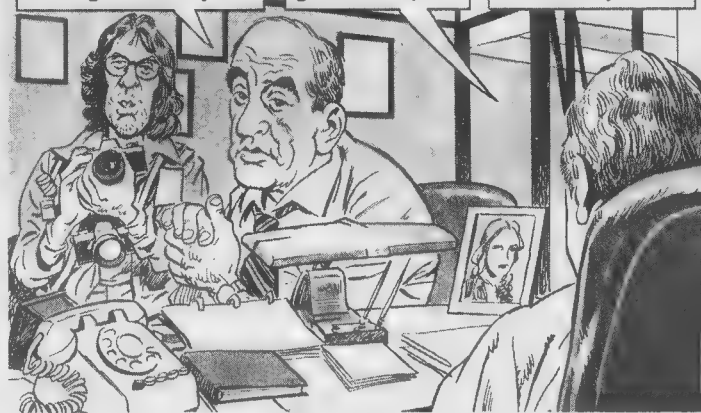
WHAT was...?

Well ... for one thing ... the Hospital Psychiatrists tried to tell us Raunchi was SANE!

Remember how great it was when we were just starting out in the newspaper business 25 years ago! Those were the good old days!

But we only got paid 40 bucks a week then! How can you call those "the good old days"?

Because I still had a bushy head of hair, weighed 150 pounds and made out with chicks at least twice a year!



Engine Co. 24, investigate a small fire in a tool shed at 18th and Oak ...

That's it!! Our big story!! Can't you see? They're calling it a small fire because they don't want us to send a Reporter! But my nose for news smells something funny!

I smell something funny, too! But then, I always do when I get trapped in the same room with The Beast!

You guys can't make me divulge my sources, but I got word that this is a fire!

Psst! Psst! I seen the whole thing, and—

The past tense is not "I seen", you idiot! It's "I saw"! That's elementary grammar! And you call yourself a Newspaperman?!?

No ... I call myself an Arsonist! That's how come I seen the whole thing!







Those guys let one very suspicious fact slip out! They said the fire did \$30 damage, and I'll bet it cost the city TWICE that much just to answer the call!

Wow! Talk about wasting the Taxpayer's money!! Figure about ten thousand minor calls a year at \$60 apiece! That's scandalous!!

You want to hear "scandalous"?!? What about twenty million viewers wasting sixty minutes apiece watching us cover a \$30 fire?!?

Think of the embarrassing questions this whole thing raises! Like why was this particular fire at 18th and Oak? Who broadcast the alarm? Why does a chicken cross a road?

Lou... what's all that have to do with our story?

Nothing! It's just a routine I do to show how the keen mind of a real Journalist works!

No wonder we get so many nasty letters from real Journalists!

I'm sure City Hall is ordering those small fires set, just to get more money for the Fire Department! So let's go tell Mrs. Pynchbottom, our Publisher, how we're gonna expose the racket!

Oh, no! Please don't make me go talk to Mrs. Pynchbottom!!

Are you afraid of her because she owns this newspaper, and she can fire you?

No, I'm afraid of her because she's seven feet tall and she can punch me in the head with her sharp elbows!

Thank heaven! I was hoping you'd come!!

I knew you'd feel that way about it! Humid wasn't even sure this Fire Department scandal was big enough to bother you with! But I remembered how you always like to get involved in exposing corruption! So I said—

HOLD IT!! Lady, who are them guys?!?

Never say "THEM guys," you Ninny! It's always "THESE guys," except when the nominative or accusative case is desired... in which case, it's "THOSE guys!" And you call yourself a Newspaperman!!

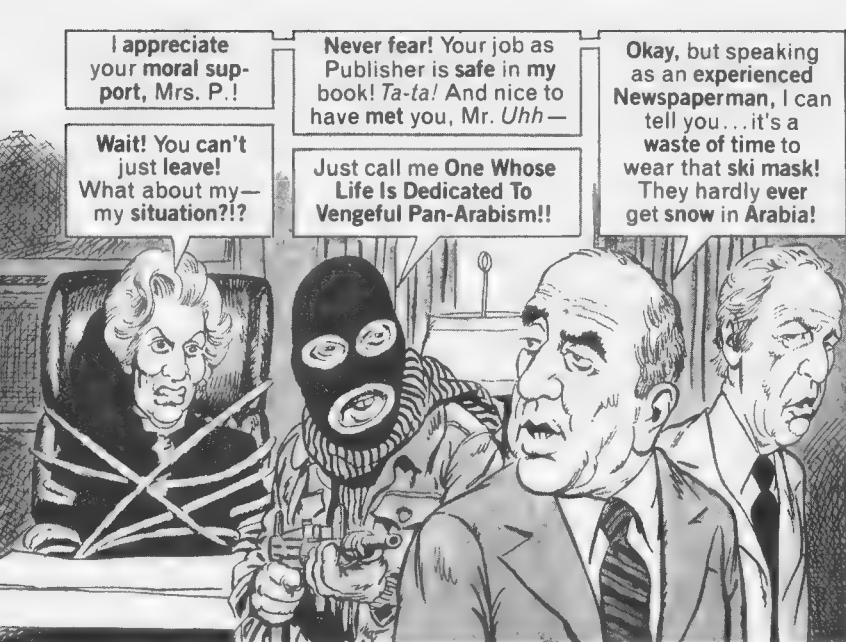
No, I call myself a Terrorist! But let it go for now!

I figure the top brass in the Fire Department must be involved, so I'm going after the story, even if it means putting my job on the line!

Mr. Grouch... you've talked about putting your job on the line every week since you CAME here!

Well, you haven't fired me yet... so that must PROVE something!

Yes, it proves I can't find another Editor who will work with those undisciplined flakes in the City Room!



I appreciate your moral support, Mrs. P.!

Wait! You can't just leave! What about my—my situation?!!

Never fear! Your job as Publisher is safe in my book! *Ta-ta!* And nice to have met you, Mr. *Uhh—*

Just call me One Whose Life Is Dedicated To Vengeful Pan-Arabism!!

Okay, but speaking as an experienced Newspaperman, I can tell you... it's a waste of time to wear that ski mask! They hardly ever get snow in Arabia!



You shoulda heard the long-standing ovation I got from Mrs. Pynchbottom for my Fire Department idea! But, as we pursue this story, we must carry high the banner of responsible Journalism! The First Amendment is in our sacred trust, and we must—

Oh, for Pete's sake, Lou... what do you want us to do?!!

I want you to shut up and hear my speech! It's the same one that earned me a medal in "High School Debating"!



And here's the best part of my plan for covering the story! Raunchi is going to wear this disguise so he can feed us the lowdown from the **INSIDE**...!

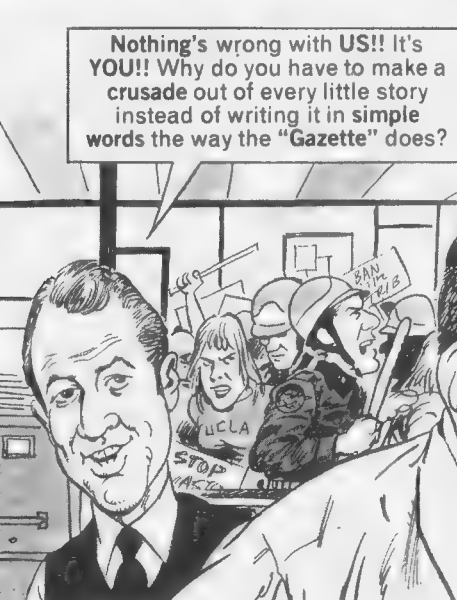


The lowdown from the inside of **WHAT?** A fish tank at the Aquarium? He looks like a sick carp!

*Nahh!* He's disguised as a School Crossing Guard so he can get the goods on Kindergarten Jay-Walkers!

I'd say he's probably gonna write a story on a typical day in the life of a "Flasher"!

Idiots! He's disguised as a Fireman so he can dig into the scandal! What's **WRONG** with you people, anyway?!!



Nothing's wrong with **US**!! It's **YOU**!! Why do you have to make a crusade out of every little story instead of writing it in simple words the way the "Gazette" does?

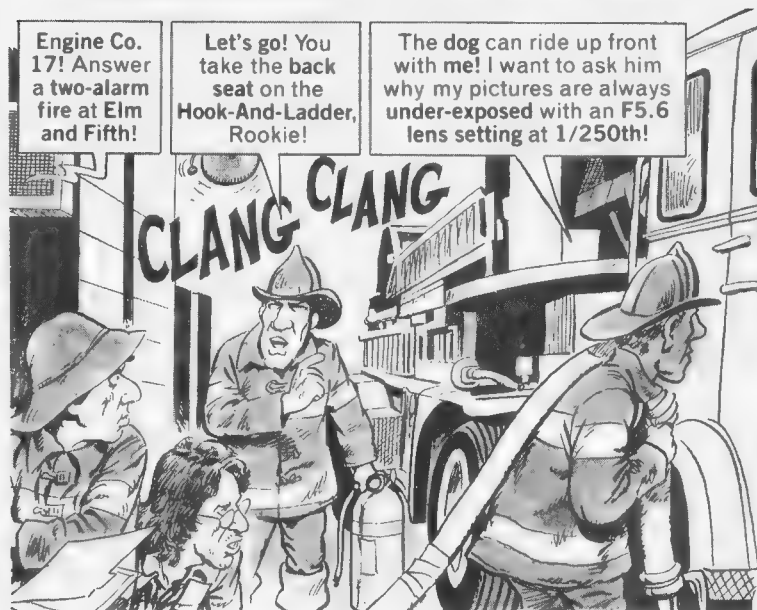


Because there's already a show on the air about people who write things in simple words! It's called "Sesame Street"!

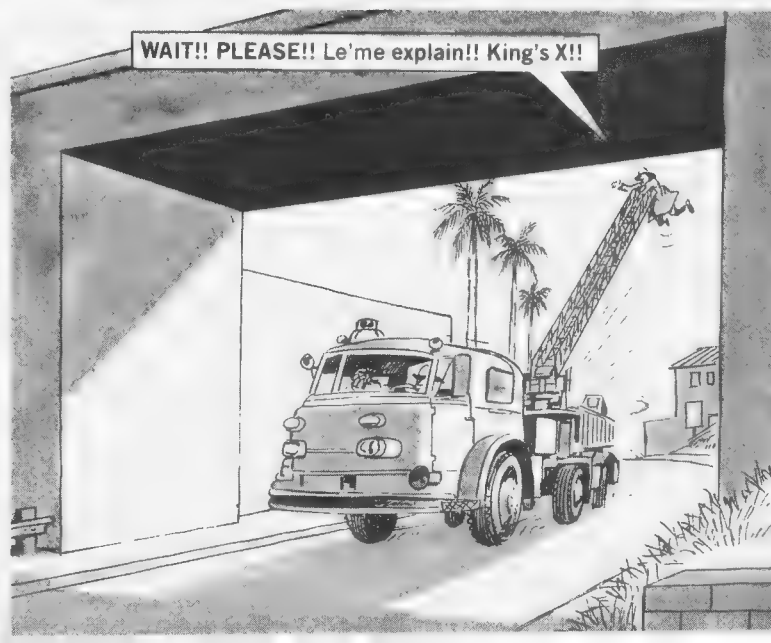
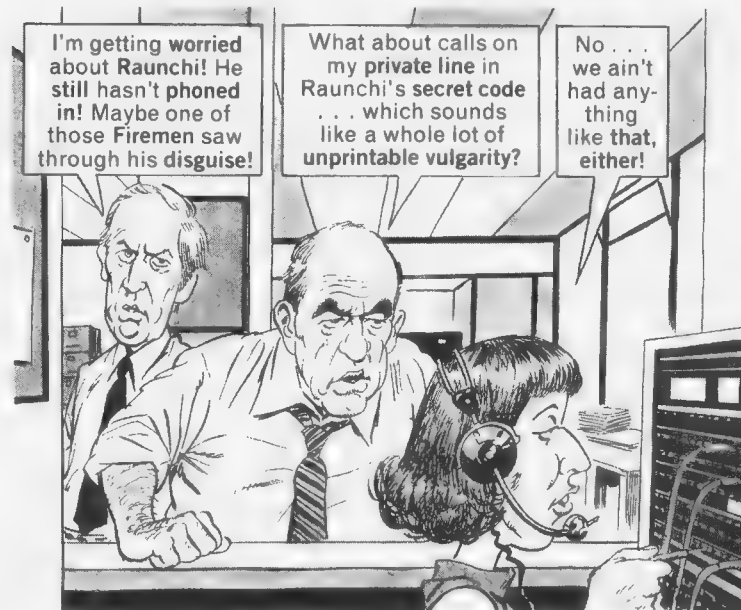
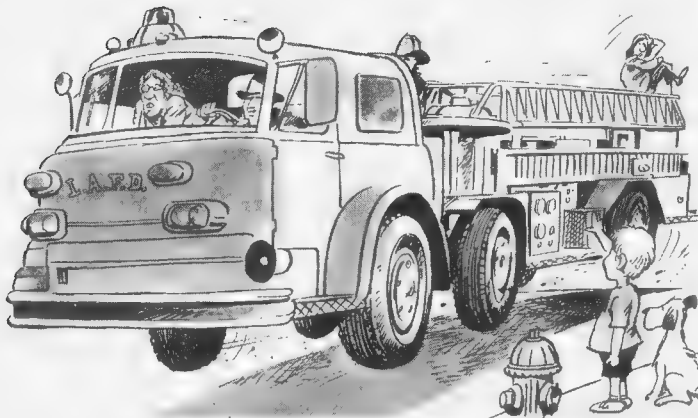
It must be a new Rookie from the Fire Academy!

You guessed it, Smokey! Now, clear off a desk for my typewriter, and then have one of your flunkies broil a steak for my Dalmatian here!

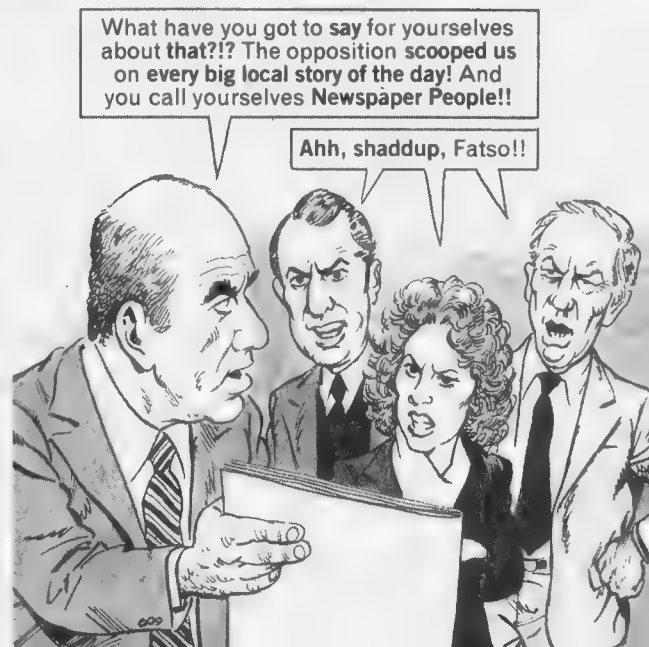
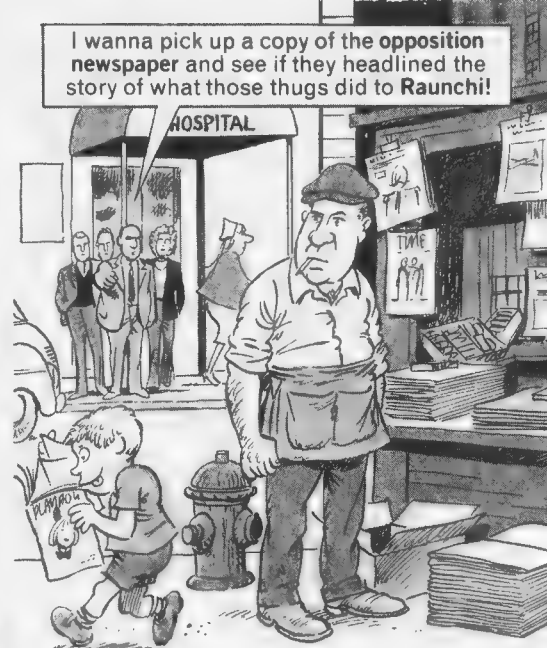
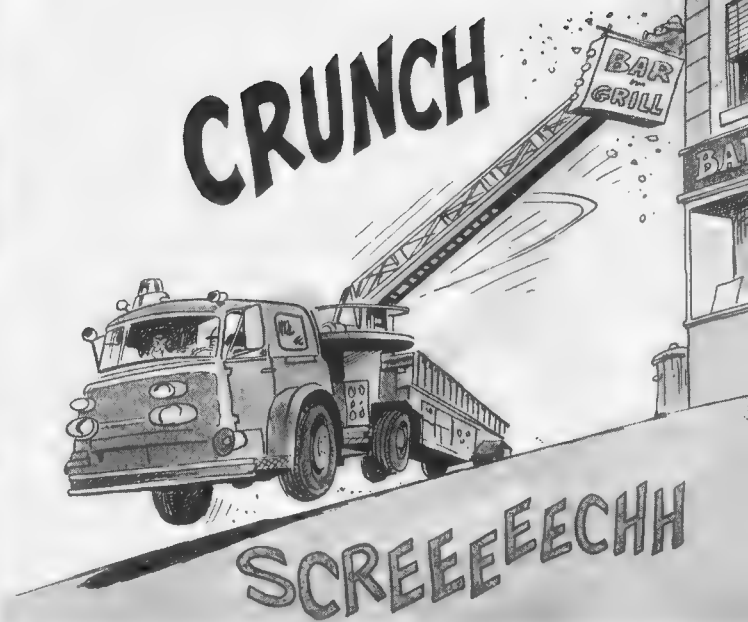
Something about this guy reminds me of a Reporter! A **REAL** Fireman uses an **AXE** to create havoc! But this guy does it with just his rotten personality!!



HEY, you guys! WAIT!! I gotta tell you something **IMPORTANT!!** Time out!!



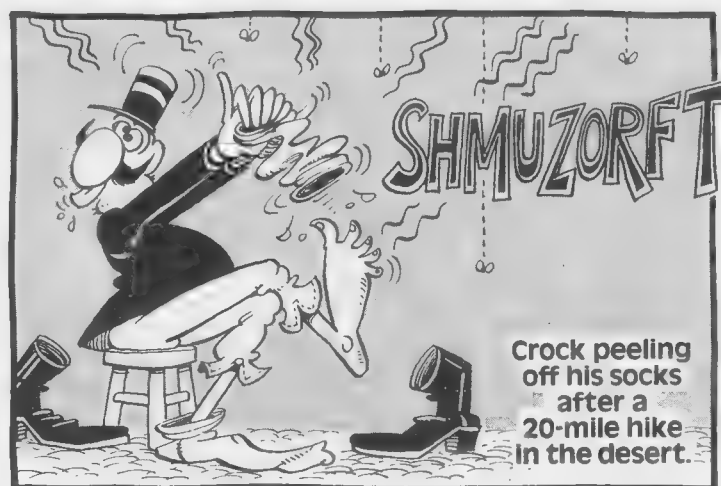
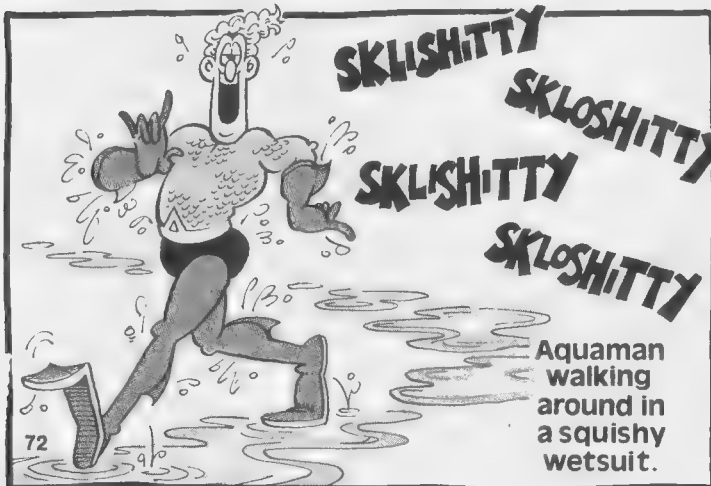
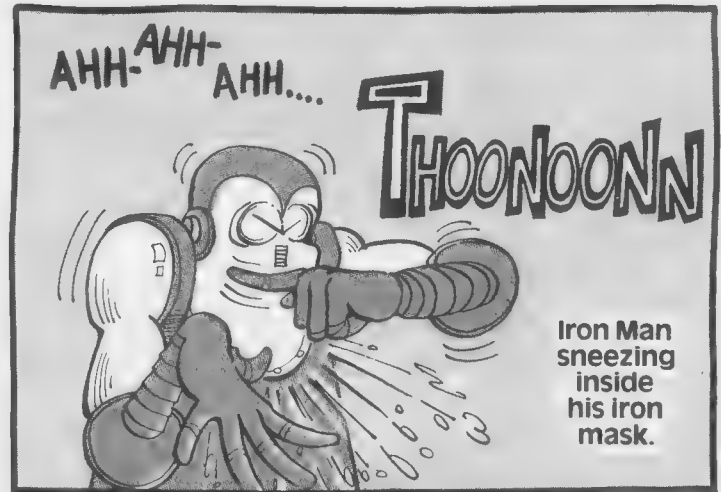
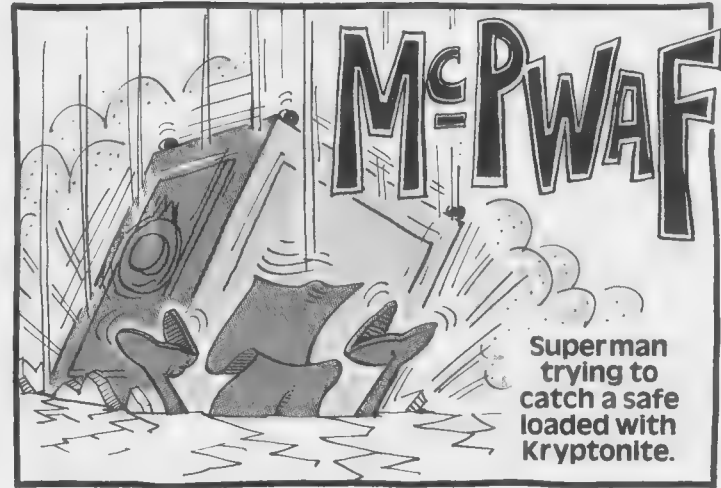




# DON MARTIN'S GUIDE TO SOME VERY OBSCURE

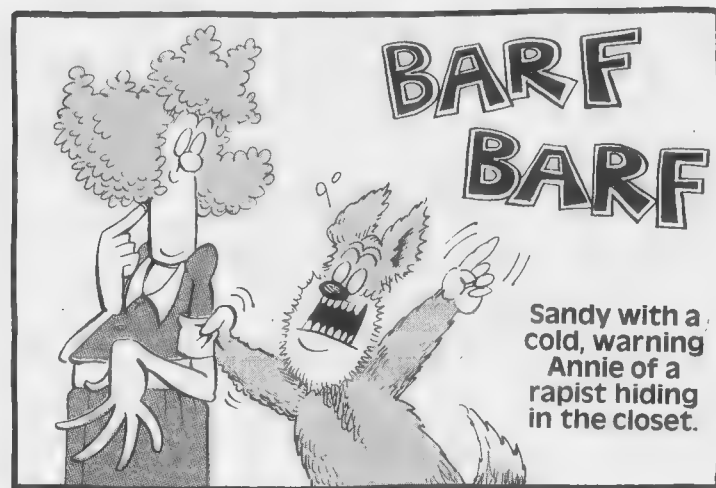
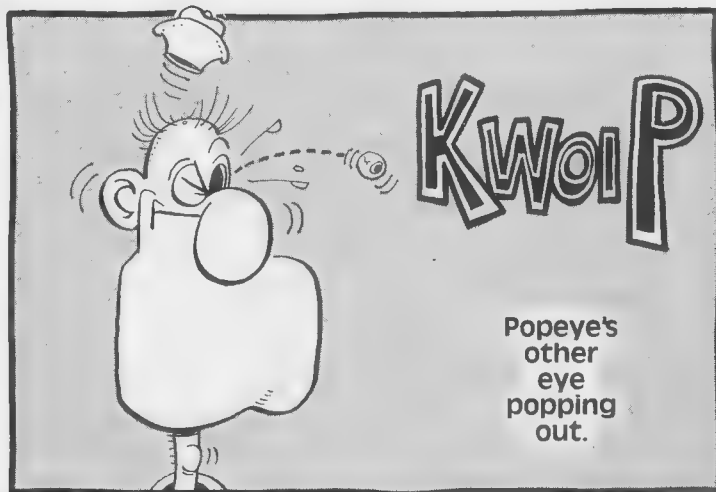
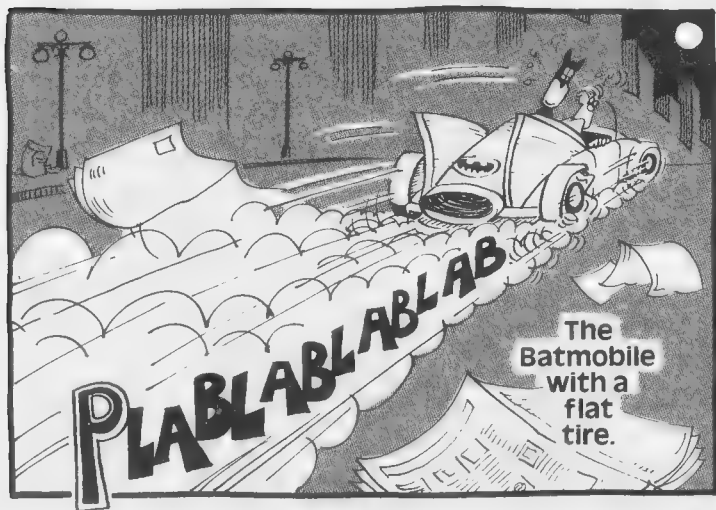
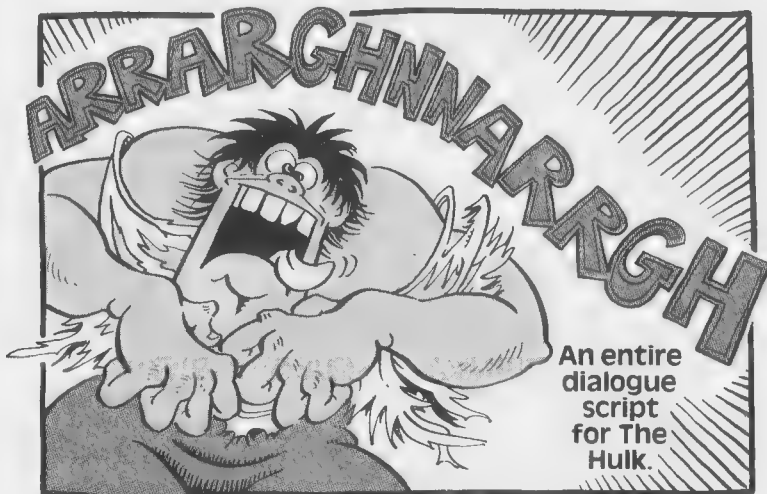
# COMICS

ARTIST: DON MARTIN

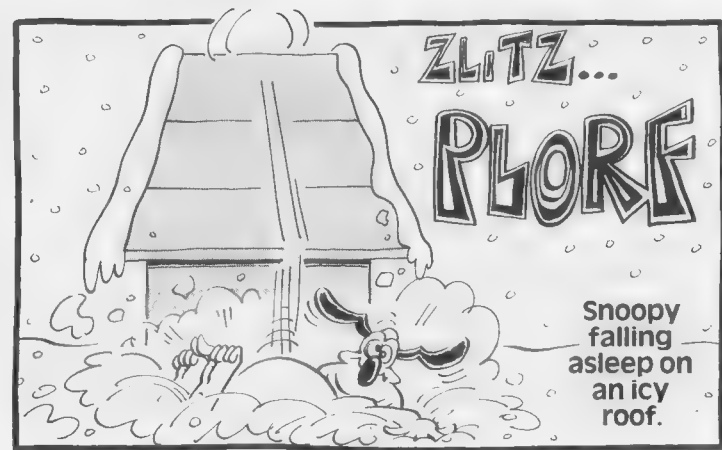
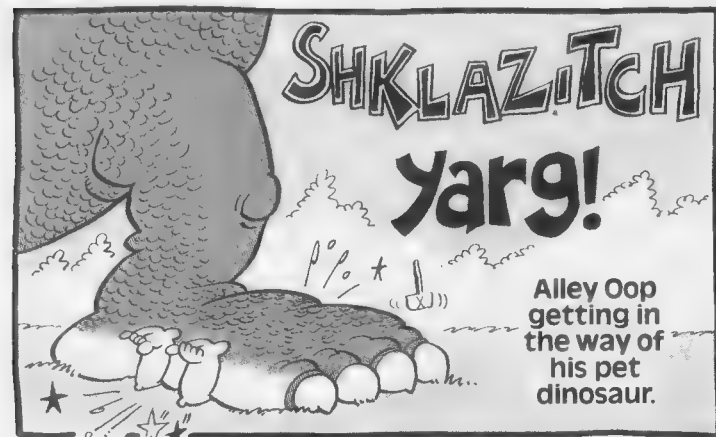
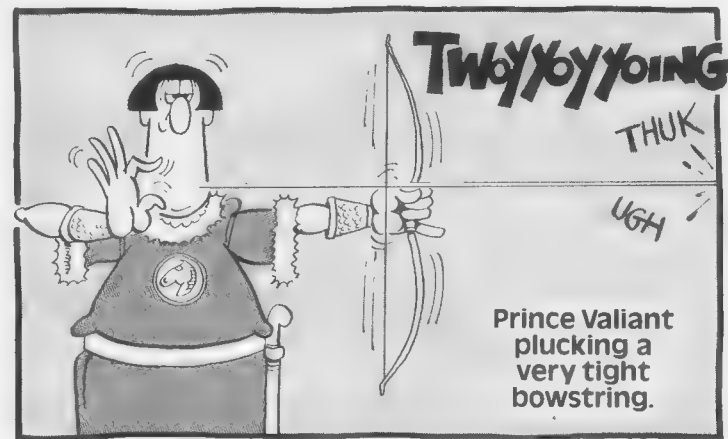
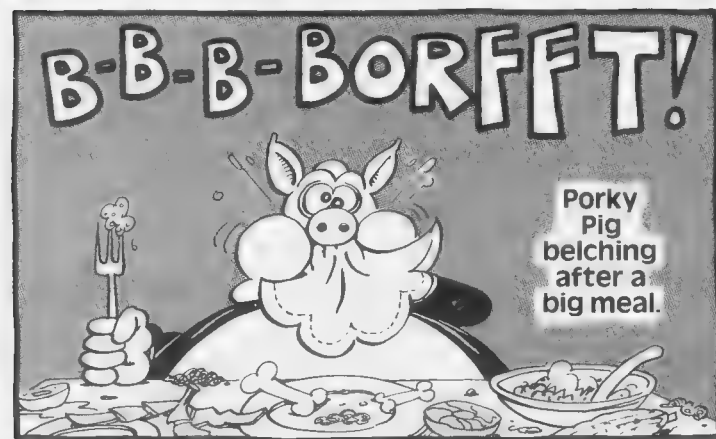
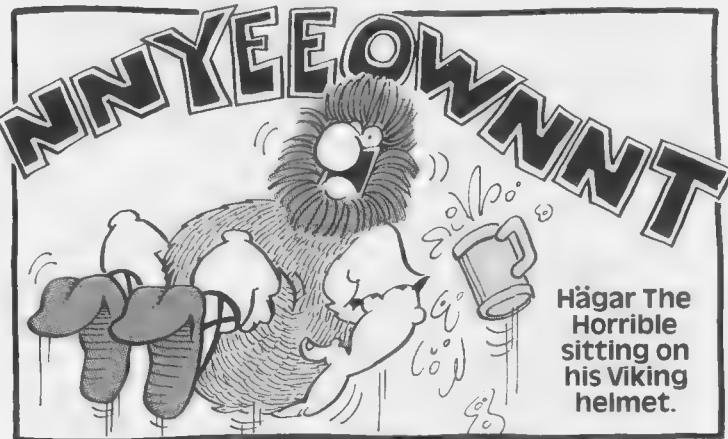
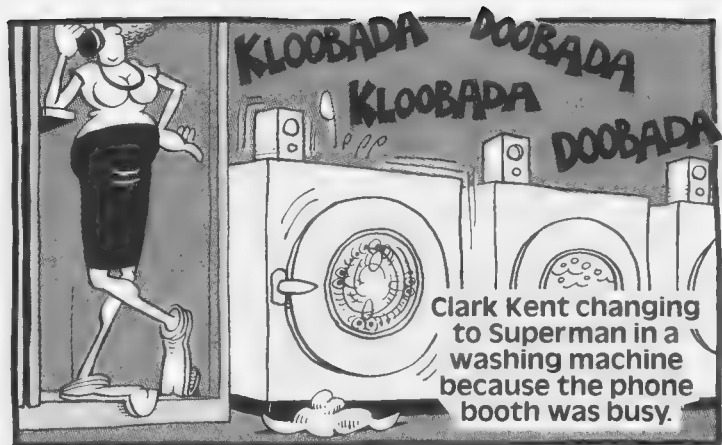
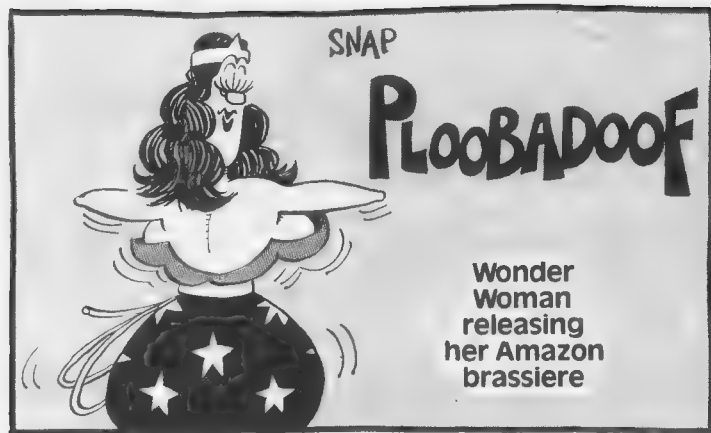


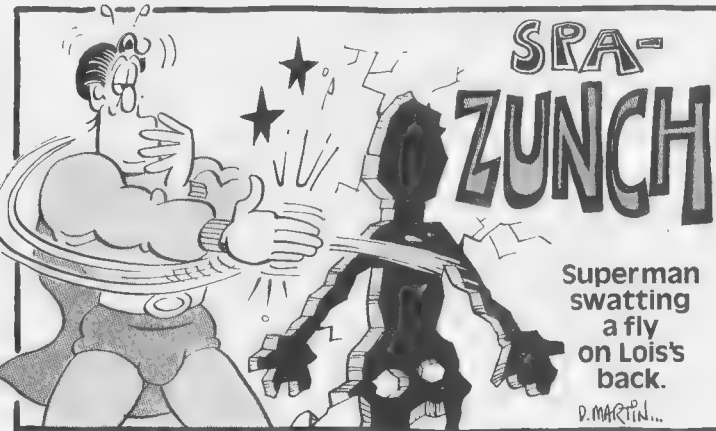
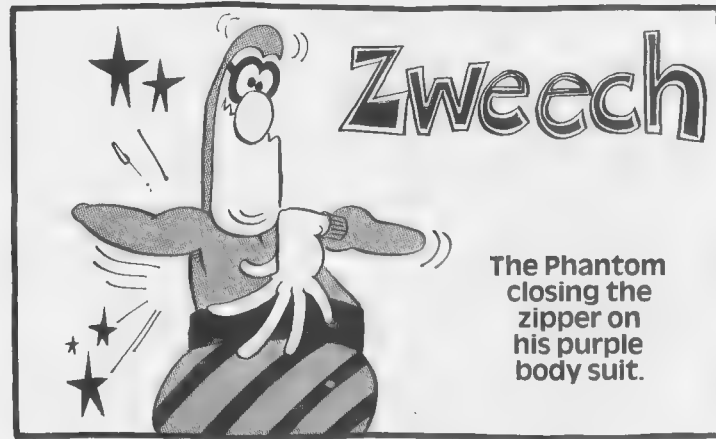
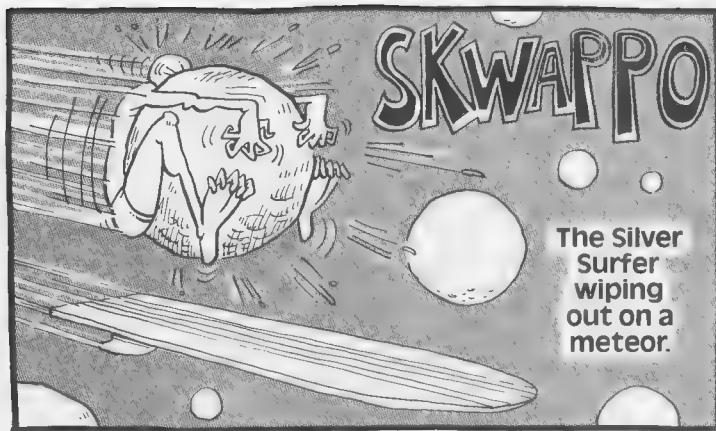
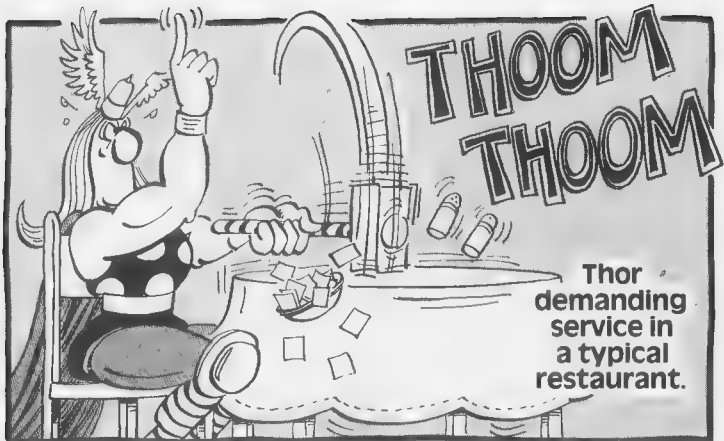
# SOUND EFFECTS

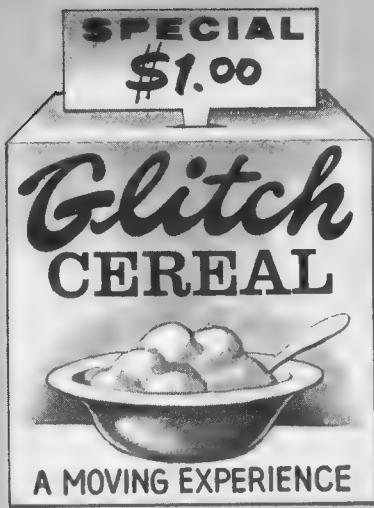
WRITER: DON EDWING











## DEVICE, MAN, COMETH DEPT.

In a recent issue, we noted that everywhere we shop today, we see products with the words "NEW-IMPROVED" printed all over them. But after we buy these products and start using them, we find the only thing "new" and "improved" is the higher price—

# MORE "NEW-IMPROVED" REALLY ARE NEW

ARTIST & WRITER: AL JAFFEE

## NEW-IMPROVED PEANUT BUTTER (AND OTHER STICKY STUFF) JAR



Scraping out the last remaining amounts of peanut butter (or other sticky substances like cream, paste, etc.) from a jar can often be a back-breaking, time-consuming affair.

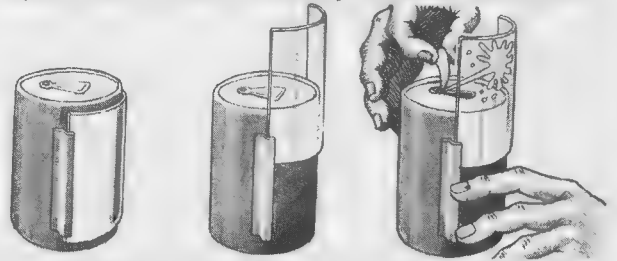
New—Improved peanut butter (. . . and other sticky stuff) jar has double lids, top and bottom. When user gets down to bottom, he merely turns the jar over, unscrews the other lid and easily removes the contents.



## NEW-IMPROVED BEVERAGE CAN



There are many types of beverage cans on the market, each with a different tab or other method of opening. But in one respect they are all the same. They each soak the customer.



New—Improved beverage can has the usual spraying problem, but it also has the solution: a spray shield attachment—which is conveniently out of the way when not in use, but slides into place to protect the user when tab is removed.

## NEW-IMPROVED TUBE DISPENSER



Rolling tubes up to squeeze out the last drops of toothpaste, vaseline, hair cream, etc., can be frustrating. No matter how hard you try, you always miss getting it all. Or else the tube bursts, oozing stuff all over your hands.

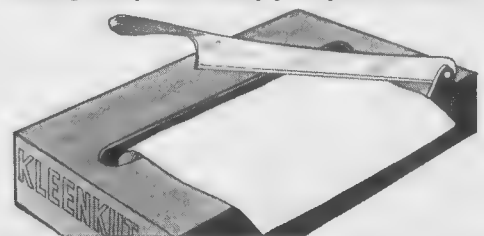


New—Improved tube dispenser has built-in key at its base for neat, easy, perfect rolling up to get every last drop. Holes in key are handy for hanging tube on bathroom hook.

## NEW-IMPROVED BOXED TISSUES



Nothing is wasted in greater amounts than disposable tissues. Nothing except the money you spend on those tissues.



New—Improved boxed tissues are dispensed to fit your need. No longer is a full-sized tissue used for a mere sniffle as well as a full-blown runny nose. Paper cutter controls size.



which is new and improved for the manufacturer, but how about us consumers? MAD thinks it's about time there really were products that are new and improved. And so we've gone back to the old drawing board again this issue, and we've come up with

# ED" PRODUCTS THAT AND IMPROVED

IDEA: BILLY DOHERTY

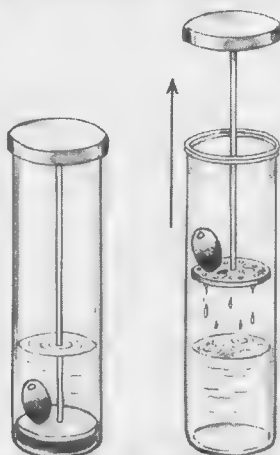


## NEW-IMPROVED OLIVE JAR



Regular olive jars are long and thin, and after a while, olives are out of reach of even the longest finger. Even forks are useless when skittery olives are way at bottom.

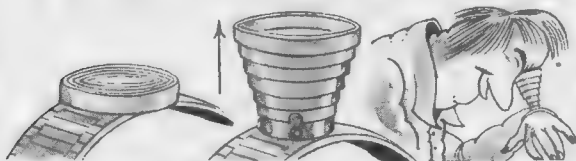
New—Improved olive jar has a plastic retriever inside it, made up of a rod and perforated disc attached to the jar's lid. When lid is unscrewed and raised, rod and disc bring olives up. Perforations in disc allow liquid to run down into jar while drip-free olives—even the last one—can be easily removed.



## NEW-IMPROVED DIGITAL WATCH



Most digital watches, especially the LED (light emitting diode) types, cannot be read in bright sunlight. This is one drawback that annoys many owners and is hurting sales.

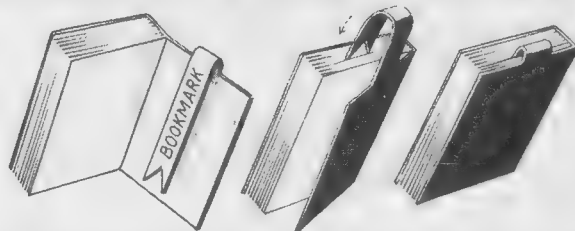


New—Improved digital watch has telescoping viewing tube that lifts easily for daylight use and completely eliminates the annoying problem of reading watch in bright light.

## NEW-IMPROVED PAPERBACK BOOK



Anyone who has lost his place in a paperback book knows how frustrating it can be. And bookmarks always fall out.

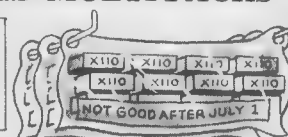


New—Improved paperback book has bookmark as part of back cover. It is folded inside for protection against handling in stores, but easily folds out to be placed anywhere in the book. Losing bookmark or your place is now impossible.

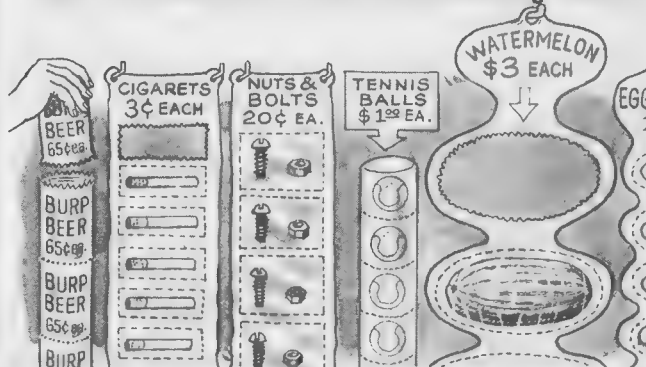
## NEW-IMPROVED MULTI-PACKS



MULTI-PAK  
PHOTO  
FILM  
\$59.99



Anyone who's been forced to buy several multi-packed items when all he needed was one knows how infuriating it can be.

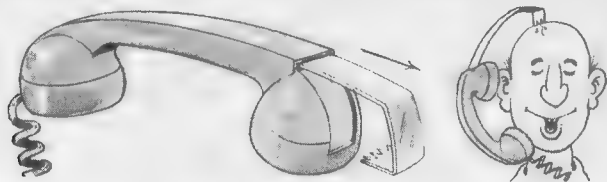


New—Improved multi-packaging lets you take as many items as you actually need . . . and that's all you have to pay for.

## NEW-IMPROVED TELEPHONE



The standard telephone is difficult to hold between your shoulder and your ear when both your hands are occupied.



New-Improved telephone has concealed "Head-Hook" © that can be pulled out and adjusted to fit any shape of head.

## NEW-IMPROVED BUTTON



Regular buttons have a habit of popping off at the most inconvenient times. Finding needle and thread, especially correct color thread, is usually difficult or impossible.

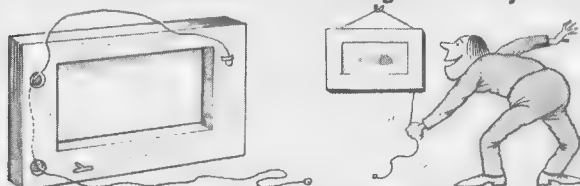


New-Improved button has snap-off/snap-on outer ring. A slight thumb pressure snaps off ring, and hidden needle and thread is revealed. After sewing, ring snaps back on.

## NEW-IMPROVED PICTURE FRAME

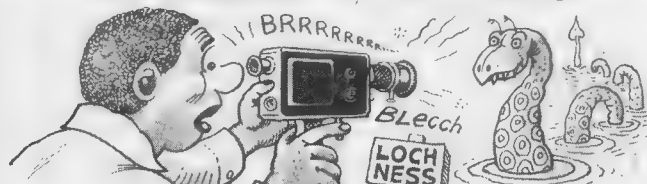


Under the best of circumstances, hanging a picture is a pain in the part you sit on. Not only is it blind guess-work as to where it will wind up, but trying to get the wire onto the hook behind it is enough to drive you nuts.



New-Improved picture frame has hollow channel in one side of frame for wire to pass through. Picture wire is easily placed over hook, and by pulling wire through channel, the picture is hoisted to exact position desired. Wire is then fastened to tie-down post, and excess wire can be cut off.

## NEW-IMPROVED BATTERIES

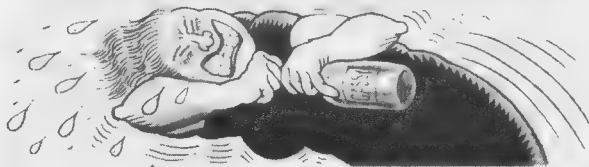


Regular batteries go dead without warning, mostly at the most critical times. Often they even go quietly dead when not in use, corroding the insides of valuable equipment.

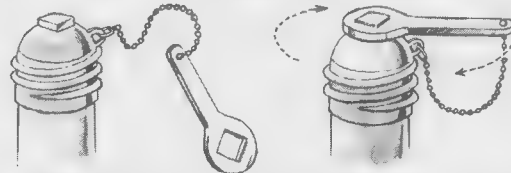


New-Improved battery contains a tiny micro alarm system. Just before battery goes dead, last bit of remaining power turns on buzzer to alert owner, thereby avoiding problems.

## NEW-IMPROVED TWIST-OFF CAP



Anyone who has ever broken nails or torn fingers trying to open a twist-off cap knows what sheer agony it can be.

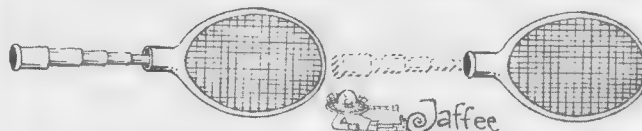


New-Improved twist-off cap comes with its own handy easy-to-use twist-off wrench. In addition to convenience, user has better control and, by opening cap slowly, is able to release pressure so carbonated soda doesn't spray all over.

## NEW-IMPROVED TENNIS RACQUET



Regular tennis racquets have handles that always seem to be in the way when being carried or packed for traveling.



New-Improved tennis racquet has collapsible telescoping handle that folds away for convenient carrying or packing.

The rising crime rate in this wonderful land of ours breathed new life (and higher profits) into the "Household Security Alarm" industry. Today, millions of frightened Americans are installing all manner of devices to protect their homes and their goods from burglars, second-story men and CIA agents. But "Breaking and Entering" isn't the only crime Homeowners should be protecting themselves from. In fact, if manufacturers will take our advice, there's a whole new industry in

# OTHER HOUSEHOLD SECURITY ALARM SYSTEMS

ARTIST: JACK RICKARD

WRITER: DENNIS SNEE



## ATTENTION: HOMEOWNER-PARENTS!

Do you have Fire Insurance...Burglary Insurance...Natural Disaster Insurance? Of course you do! Then why shouldn't you protect yourself against—

## TEENAGERS' WILD PARTIES

YOU'LL NEVER HAVE TO WORRY ABOUT KIDS TEARING UP YOUR LOVELY HOME AGAIN WHEN YOU INSTALL THE NEW

SYVERSON

## WILD PARTY ALARM

SYSTEM

DETECTS AND NOTIFIES YOU OF A WILD PARTY IN YOUR HOME... BEFORE IT REACHES THE POINT OF COSTLY DESTRUCTION...WITH

### THE EXCESS NOISE DETECTOR

Monitors the decibel level of screaming stereotypes and amateur rock bands menacing your home

### THE SPILLED LIQUID DETECTOR

Monitors total spillage of all liquids on your carpets until it reaches a destructive stage

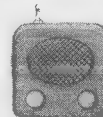


...and activates your Wild Party Alarm Portable Bleeper.



...then activates your Wild Party Alarm Portable Bleeper.

### THE WILD PARTY ALARM PORTABLE WARNING BLEEPER



Signals when party reaches destructive stage. Features a "Remote Control Door-Lock Activator" which assures you that culprits will still be there when you return home to the scene of revelry.

PROTECT YOUR TREASURED HOME FROM TEENAGE LOVED ONES! REMIND THEM THAT "BIG DADDY" IS WATCHING...WITH HIS

SYVERSON

## WILD PARTY ALARM SYSTEM

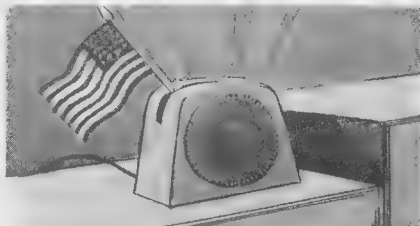
\$149.95 INSTALLED AT BETTER ELECTRONIC STORES

ARE YOU TIRED OF LOSING SLEEP BECAUSE OF LATE-STAYING GUESTS?

## Why Not Invest In A Carper LINGERING GUEST ALARM

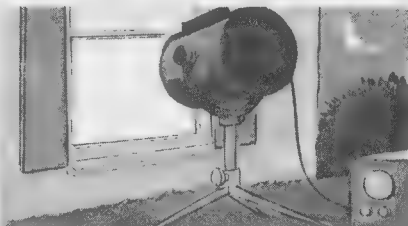
CHOOSE FROM THREE GUARANTEED-EFFECTIVE TRIED-AND-TESTED MODELS

### THE NATIONAL ANTHEM TIMER-PLAYER



Adapts to any stereo or hi-fi music system in your home. At a specified time, the Star Spangled Banner booms through your speakers... and you can then simply advise your guests that it's "Sign-Off Time" at your house.

### THE ELECTRONIC SUNRISE SIMULATOR



At a pre-set time, special exterior lights slowly come on, indicating to guests that a long night is rapidly turning into a new day. At this point, you can remind lingerers that the invitation did not include breakfast.

### THE AUTOMATIC PAJAMA PRODUCER



This mechanical marvel operates from any end table or coffee table drawer, popping out your P.J.'s when desired. A subtle way to give those guests you can't seem to get rid of the hint that it's "beddy-bye" time for one and all.

Put An End To Those Long Evenings And Stifled Yawns Forever!

## Carper's LINGERING GUEST ALARMS

MONEY-BACK GUARANTEE • CARPER ALARM CO., RINGADING, OHIO 12345



★ ★ ★ ★ IS YOUR HOME PLAGUED BY THESE PERSISTENT PESTS? ★ ★ ★ ★



THIS MENACE CAN BE STOPPED! YOU CAN PROTECT YOUR FAMILY'S PRIVACY WITH

## ★ NOSEY NEIGHBOR WARNING DEVICES ★

HOME & HEARTH SECURITY PRODUCTS OFFER SUCH PROVEN ANTI-PRY REMEDIES AS:

### THE NOSEY NEIGHBOR MEDICINE CABINET ALARM

Fits on any standard medicine cabinet...



...and surprises the unsuspecting snoop.

### THE NOSEY NEIGHBOR OPEN DRAWER DISCOURAGER

Attaches to any type sliding drawer...



...and ends peering into private places.

### THE NOSEY NEIGHBOR CLOSET INTRUDER FLASHGUN

Foil those potential closet peepers...



...hoping to peek at personal property.

PREPARE YOUR HOME AGAINST  
THE THREAT OF SNOOPS WITH

## Nosey Neighbor Warning Devices

Home & Hearth Security Products, Inc. Arkadelphia, Ark.

## ANTI-MOOCH INDUSTRIES

P.O. Box 3996, Leechtown, Vermont 54321

IS YOUR FAMILY SAFE FROM BORROWING BROTHER-IN-LAWS?

Dear Concerned Homeowner,

Are your household appliances and tools presently exposed to the unnecessary risk of BORROWING NEIGHBORS AND RELATIVES?

With our sensational new ANTI-MOOCH SECURITY SYSTEM, you never have to worry about this threat again.

Here are just a few of our guaranteed-effective "Borrower Discouragers"...all part of our ANTI-MOOCH SECURITY SYSTEM.

### THE MASTER MALFUNCTION CONTROL

With the flick of a switch, you can render any appliance in your home "temporarily inoperative"--to prevent a pesky relative from "borrowing it...just for the week-end."

### THE BACKYARD BARBECUE GRILL ELECTRO-MAGNET

Attaches to the bottom of your barbecue grill and secures it to a 2,000 pound steel plate which should keep all but the hernia-enthusiast from attempting to "borrow it overnight".

### THE Balsa Wood STEPLADDER

Comes in a package of ten, and is disposable. One step up any of these flimsy ladders, and your sponging neighbor will think twice before ever borrowing tools from you again.

Why not order your complete ANTI-MOOCH SECURITY SYSTEM today? Protect yourself from "The Borrowing Menace" for only \$199.95.

Sincerely yours,  
*Sidney Binkledorf*  
Sidney Binkledorf  
President  
Anti-Mooch Industries

Each year, millions of unsuspecting parents return home after an evening out to face the heartbreak of

## DECIMATED FOOD SUPPLY

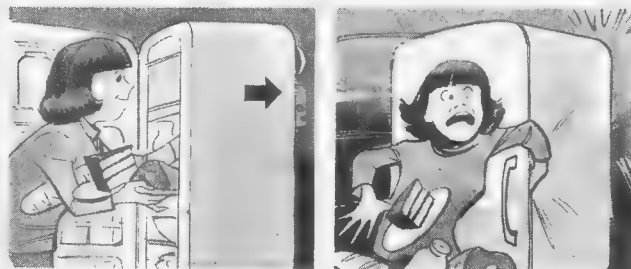
...thanks to the work of a voracious baby-sitter!

AVOID THIS KIND OF TRAGEDY WITH  
ABC's Sensational New

## VORACIOUS BABY-SITTER DETECTOR

- INSTALLS EASILY
- COSTS PENNIES TO OPERATE
- NOT DETECTABLE TO THE UNTRAINED EYE

Here's How It Works!



Detector fits out of sight behind your refrigerator. As unsuspecting chow-hound baby-sitter helps herself

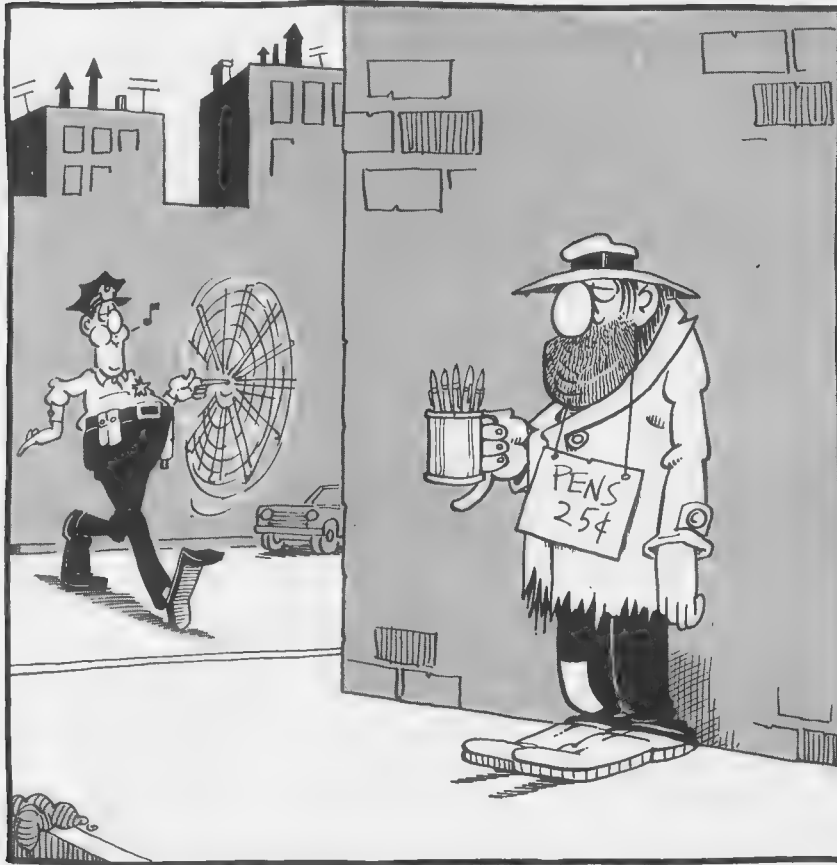
...alarm sounds, and door automatically slams shut after specified number of pounds of food are removed.

PROTECT YOURSELF AND YOUR FOOD SUPPLY!

Get an ABC Guaranteed  
**VORACIOUS BABY-SITTER DETECTOR**

Only \$49.95 At Better Hardware Stores Everywhere

# ONE AFTERNOON DOWNTOWN ON MAIN STREET

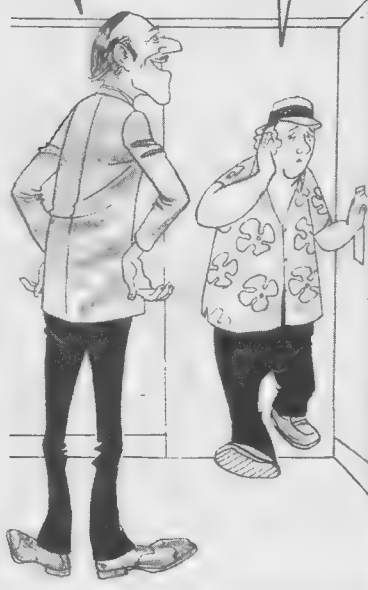


If you're still in doubt as to whether to buy this air conditioner or not, just step outside into the hot street and see the difference!!



So . . . ? Did you see the difference??

I'll say I did!! I decided not to buy it from you!



The store across the street is selling the SAME air conditioner for \$25 LESS!



BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...



It's so hot out, even with the car air conditioner going full blast, I feel uncomfortable!

Not to worry! There's going to be a big thunderstorm shortly, and the heat wave will be broken!

What are you . . . some kind of prophet or soothsayer? How do you know all this?

Simple! I just heard it on the radio!

Don't make me crazy!! I was listening to the same radio you were! I heard no such statement! What'd you hear?

Static . . . !!





You kids are keeping nice and cool in your Kiddy Pool, but I'm working up a sweat, mopping up after you every time you come in with your wet feet!



So I'm laying some **NEWSPAPERS** down on the floor! This ought to take care of the problem!



Hey, Mom! See what good kids we are!!

Yeah! We didn't get your newspapers wet!



ING OFF

ARTIST & WRITER: DAVE BERG

Hey, this is your next-door neighbor, Roger Kaputnik! Your lawn sprinkler is lapping over onto my property ... and it's almost wetting down my patio!

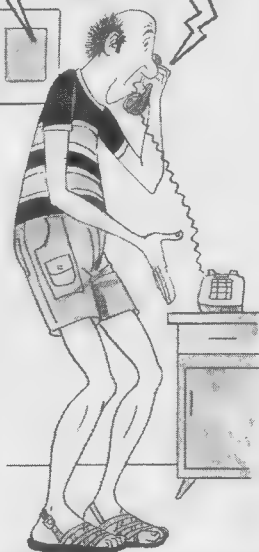
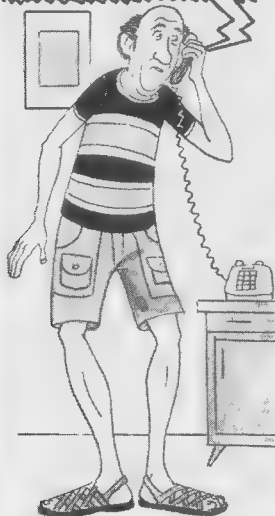
Gee, I--I didn't know that!

Well, you should!! I think it's very inconsiderate of you ... especially on such a hot day!

I'm sorry! I'll go out and move it right away!

I wish you would!

About FIVE FEET CLOSER!!



It's freezing in here! Will you turn down that darn air conditioner!!

I just get it to a comfortable level, and you come in here and complain! You're always complaining! Night and day, you complain over every little thing!

This is a hell of a meaningful relationship we have! We can't even agree on the room temperature!

Why must we always fight? Why must I always give in?? Why can't we be civilized???

For once, I'll agree with you! You're right! Let's compromise! You'll do a little . . . and I'll do a little! Okay? First, you turn down the air conditioner!

Okay . . . that's what I'LL do! Now, what'll YOU do?

I'll stop complaining!!



It's about time! Where in heck were you?

Stalled in the lousy rush-hour traffic! With these high temperatures, cars were overheating like crazy!

Well, that's too bad! All afternoon, I slaved over a hot stove to make you a nice meal! It's been on the dining room table for two hours, waiting for you!

It's too warm for a big, heavy, hot meal! Do you have anything cold . . . ?

I sure do!

**YOUR DINNER!!**



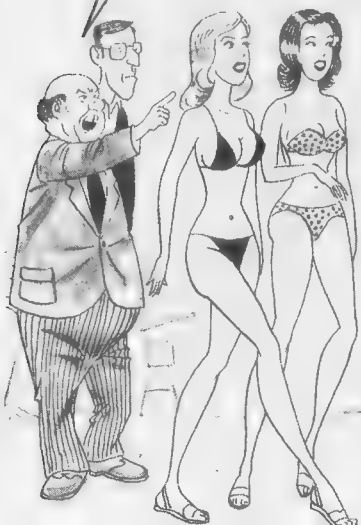
Will you look at that? Those girls are practically naked!!

Is there no modesty left? Is there no shame? What happened to morality? Is sex the only thing on people's minds today?

Calm down! Have a little empathy! It's 93 degrees! The theory is . . . the less encumbering the clothes, the cooler the person is!

A false assumption!

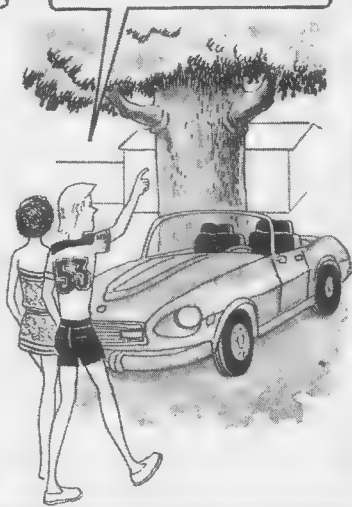
The cooler THEY get . . . the HOTTER I GET!!



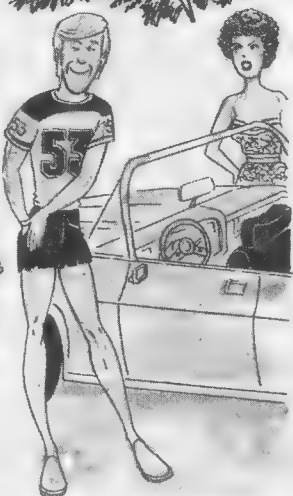
You know how it is when you get into a **convertible** that's been parked in the hot sun? You can burn your butt off!!



Well, this time, I used my **noodle**! I parked under a nice **shady tree**! Now, I can sit on the seat in **comfort**!



**Don't be so smug!** You're not the **only smart thing** around!



The birds **ALSO** park under nice **shady trees**!



**Whew!** This jogging is **hot work**!

Just keep thinking "**ice cubes**"! As soon as we get home, we'll go straight to the **refrigerator** and get out the **ice trays**!



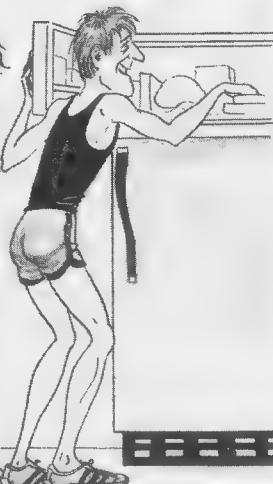
I can remember popping an ice cube into my **mouth** and sucking on its **cooling liquid**! I can remember taking **handfuls** of cubes and rubbing them through my **hair** and around my **face** and down my **neck** and into the hollows of my **armpits** and over my **chest** and **belly** and down my **legs**! I can remember how **refreshing** it was!



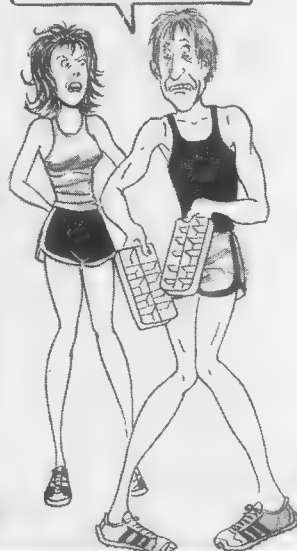
Boy, you sure have a **graphic memory**!



Why shouldn't I? I just did this yesterday, and—



I **DIDN'T** remember to **re-fill** the **ice trays**!!



Ahhhhhhh... this is **delicious**...



All day long... while I was sweating in that **hot office**, I kept promising myself the **FIRST THING** I was going to do when I got home was jump into the **pool** and cool off!!



Okay... that's enough cooling off! **Dinner** is on the table...



Coming...





What do you think you're doing ... sitting around the living room in only your **UNDERWEAR**?!?

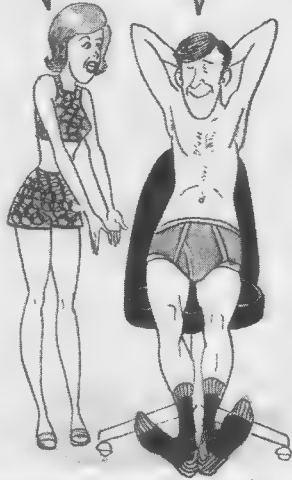
Making myself cool and comfortable!

But, what if company should come in?!?

When I **HEAR** someone at the door, I'll dash into the bedroom!

Besides, I wish you'd **GET OFF MY BACK!** It's **TOO HOT** today for anyone to be visiting! **NO-ONE's** gonna **COME IN!!**

Did somebody say, "Come in!"??



Oh-oh! We're gonna have a **THUNDERSTORM!** Which means—after this long heat wave—I'm gonna be nice an' cool!

You mean a **cold front** is headed this way, and when it meets up with all this **hot air**, it causes **thunder and lightning and rain ...**

And that **breaks** the heat wave!

I don't know about any of those things! I only know I'm terrified of **thunder and lightning!**

So I hide in the **basement**, where it's nice an' cool!

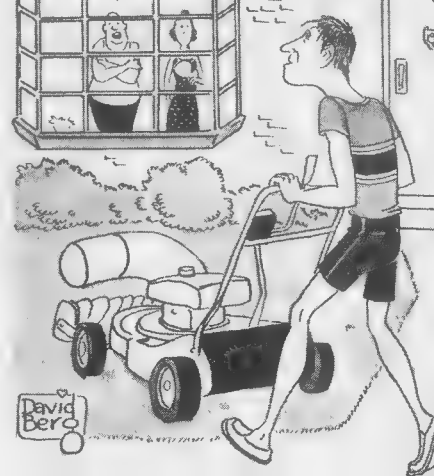
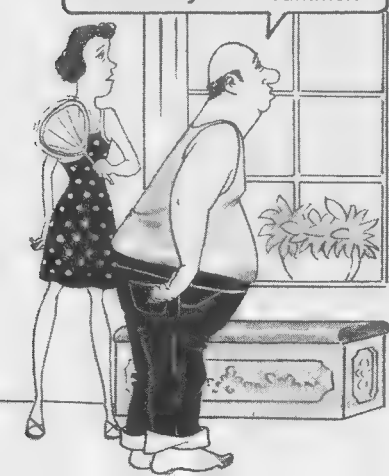


Hmm! Our friendly neighbor is coming up the walk! You know, somehow, he makes me **FORGET** that this is the **hottest day of the Summer!**

Somehow, he inspires **cooling thoughts!** Like **LAST WINTER ...** with **BELOW-ZERO** temperatures ... and **DRIFTS** right up to my belly-button!

How could our neighbor coming up the walk do all that for you ... ??

He's finally gotten around to returning our **SNOWBLOWER!**



# OTHER ELECTION CAMPAIGN ACTS

WRITER: DENNIS SNEE

# THE TEACHER'S PET CAMPAIGN ACT

**BE IT KNOWN** that we, the Student Government of John Jay Finsternish Junior High School, being unanimously nauseated by the behavior of students who are seeking to win the position of "Teachers Pet", hereby set forth the following rules and regulations:

- 87



## We, THE UNITED SCHOOL KIDS OF AMERICA

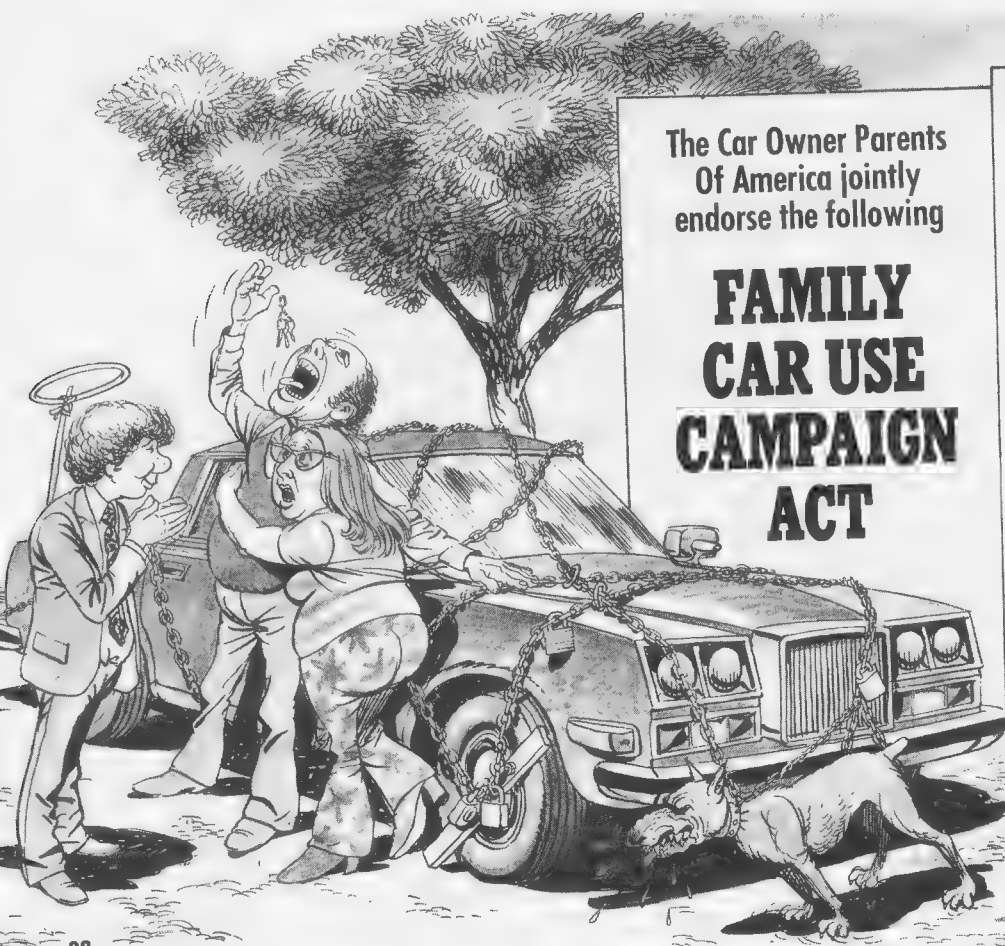
in the interest of (1) improving the over-all quality of School Bullies, and (2) bettering the competitive practices of persons campaigning for that position, do hereby adapt . . .

## THE SCHOOL BULLY CAMPAIGN ACT



### RULES AND REGULATIONS

- (1) Any funds necessary for carrying out your campaign may only be secured, at the threat of extreme violence, from persons not supporting your candidacy.
- (2) When campaign commitments require your presence elsewhere, you may not designate an "alternate intimidator" to bully persons for you in your absence.
- (3) You may not pick on people smaller than yourself. Bullying people of equal or larger size will not be permitted unless they are at some disadvantage: i.e., wearing a cast, holding a baby brother, working under a car, sleeping, etc.
- (4) Persons endorsing your candidacy may do so only under coercion.
- (5) You may not have any previous record of decency, kindness or intelligence that could result in a conflict of interest should your campaign be successful.
- (6) Medical verification must be obtained, stating that your hostility, aggressiveness and obnoxious behavior are not of a temporary nature.



The Car Owner Parents  
Of America jointly  
endorse the following

## FAMILY CAR USE CAMPAIGN ACT

### All Offspring Campaigning For The Use Of Their Family Car Are Advised That:

**YOU MAY NOT** cite statistics showing it is safer for young people to drive to a basketball game than to walk, unless you also state that the statistic applies primarily to Northern Ireland.

**YOU MAY NOT** try to link your future emotional growth and well-being to the success or failure of your campaign.

**YOU MAY NOT**, if there are others campaigning, such as a brother or sister, allude to any irrelevant facts regarding these candidates, such as recent poor report cards or failure to perform household chores.

**YOU MAY NOT** make campaign promises of an unrealistic nature, such as: "I swear I'll never ask another favor ever again if you do this one thing!"

**AND YOU MAY NOT**, if your campaign is unsuccessful, draw any analogies between your parents and officials of the Third Reich, Uganda, etc.





THE HYSTERICAL STUDENTS  
OF AMERICA  
In Conjunction With  
THE STUDENT CONNOISSEURS  
OF CLASSROOM COMEDY  
Hereby Declare That All  
Students Desiring To Campaign  
For The Office Of Class Clown  
Must Follow The Regulations Of

# THE CLASS CLOWN CAMPAIGN ACT

## THIS CAMPAIGN ACT INSURES THAT:

- (1) Expenditures for whoopee cushions, hand-buzzers, mechanical dentures and rubber vomit may not exceed one-fourth of your parents' annual income.
- (2) Repertoire of "funny noises" may not include sounds related to gastrointestinal or elimination problems.
- (3) Ethnic jokes, knock-knock jokes, elephant jokes, Polish jokes, teacher impressions and improvised horseplay must be used in equal proportions in any routine exceeding ten minutes.
- (4) Insult humor directed toward the very homely is prohibited.
- (5) All sources of your material, including joke books, comedians, TV sitcoms, MAD Magazine and funny friends must be publically acknowledged.
- (6) Lunchroom and cafeteria humor may involve the use of food, but not if it has been partially digested.
- (7) Funny antics on a school bus are authorized, providing they do not contribute toward bus going off a cliff.



THE FRUSTRATED  
MALE STUDENTS OF

# COWZNOFSKI HIGH SCHOOL

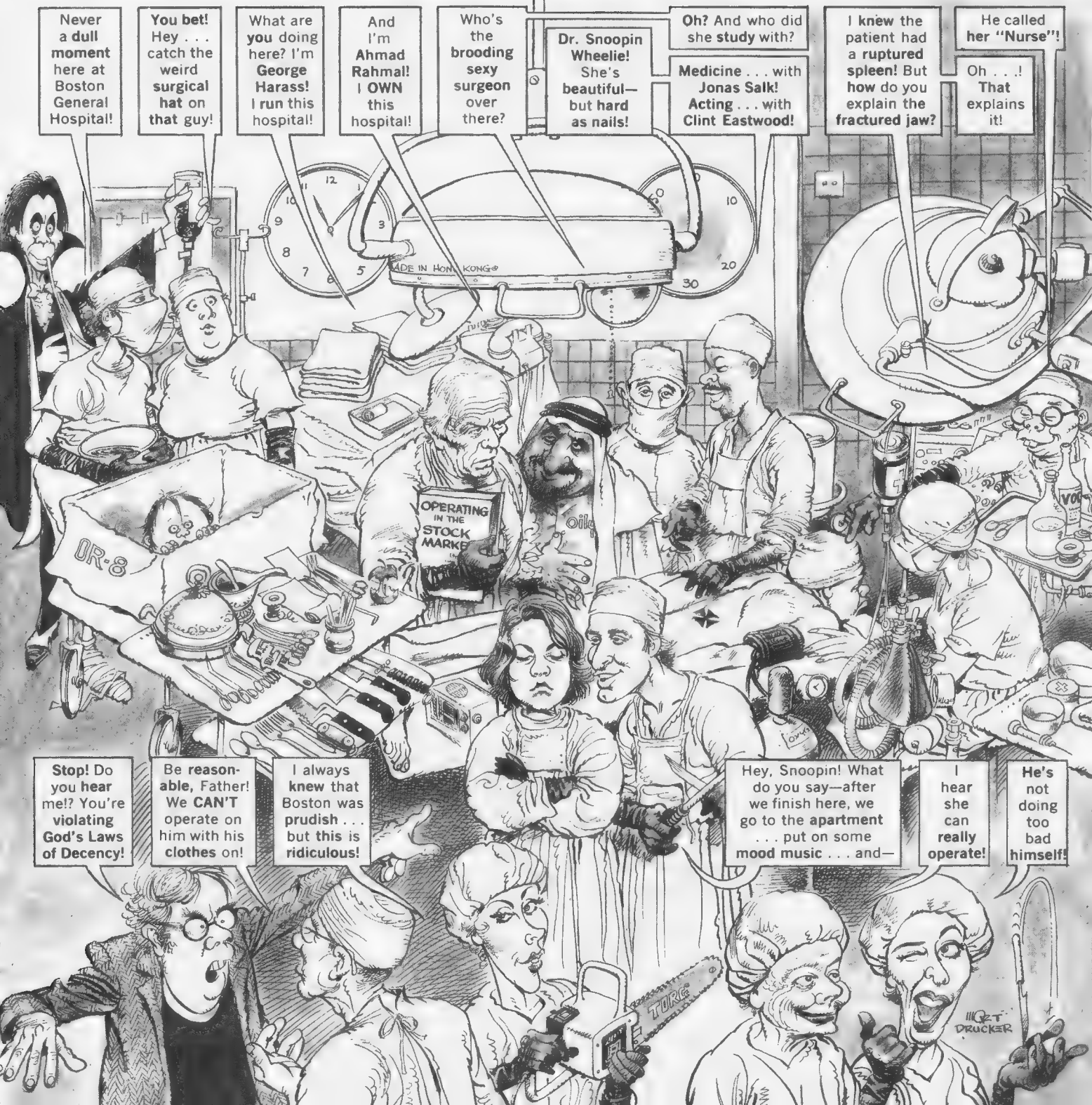
Announce Their Official Support  
Of The Long Overdue & Necessary

# SCHOOL SEX SYMBOL CAMPAIGN ACT

## ALL GIRLS CAMPAIGNING FOR THE TITLE OF "SCHOOL SEX SYMBOL" ARE HEREBY ADVISED:

- (1) You may spend no more than three times as much money improving your appearance as you do improving your mind.
- (2) You may not wear a skirt that causes more than 2 injuries or accidents in the hallways per class change.
- (3) You must disclose the true source of all funds contributed to your campaign, as well as the true source of all curves contributing to your appearance.
- (4) You may not bend over to pick up a pencil or other object if it could result in heart failure of a faculty member.
- (5) You may not attend classes in a wet tee shirt, or a dry one for that matter.
- (6) You may not wear any clothing that, because of its tightness, constitutes a conflict of interest with the circulation of your blood.
- (7) You may not practice Cheer Leader jumps in a public place while wearing a tight sweater or no bra or both.

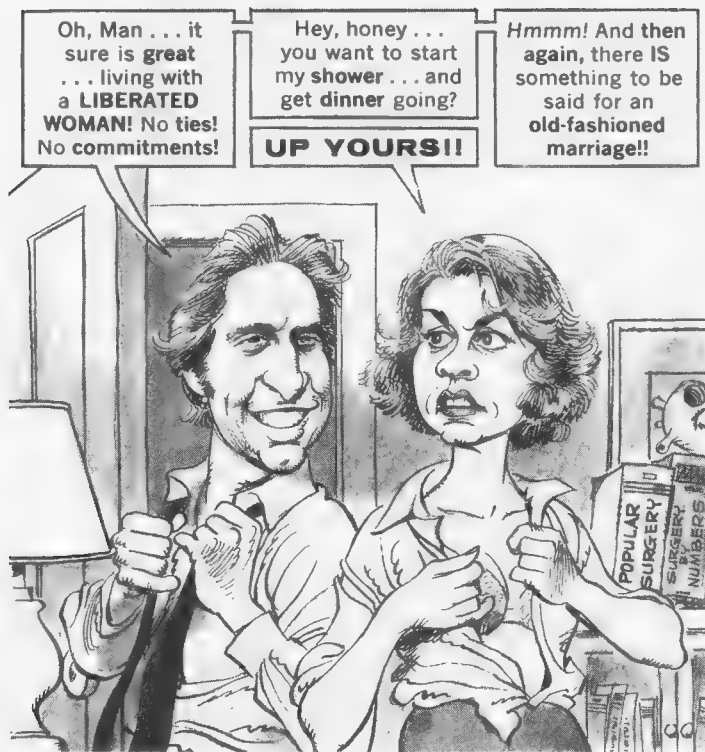
# COMA.





We Merely Raked It Over MAD's Satirical Coals, And It Came Out...

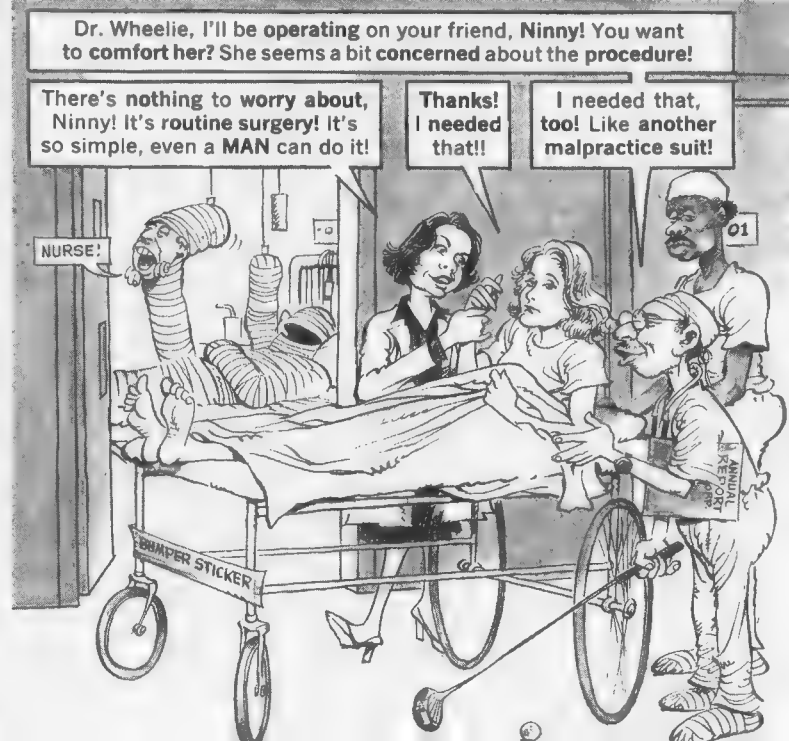
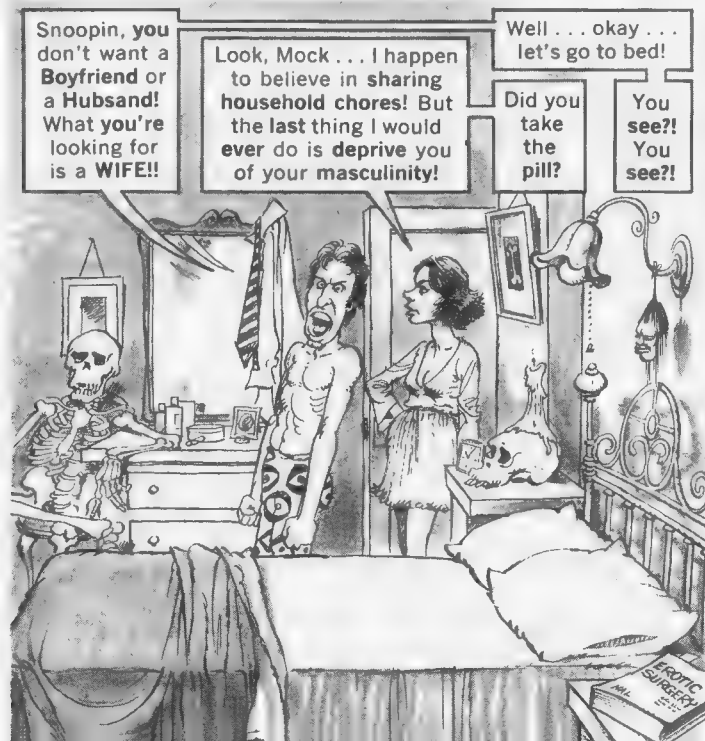
# TOAST



ARTIST: MORT DRUCKER



WRITER: LARRY SIEGEL

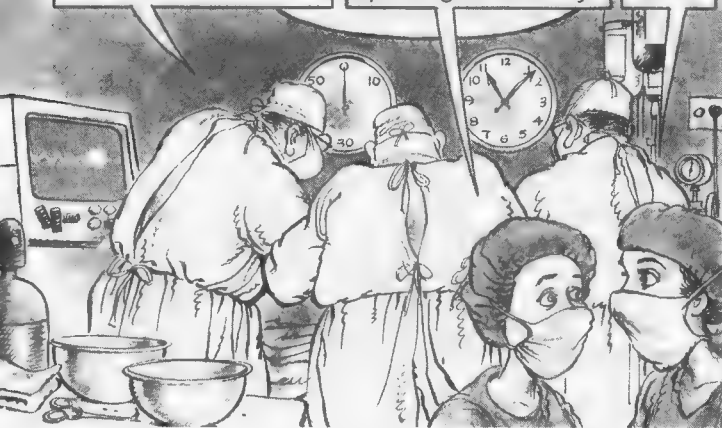




**Blood pressure's normal!**  
There's no chance she'll throw a P.V.C.! We took an E.K.G. and it had a clean T.A.B., so you can start the I.V. . . .

I love "inside" hospital talk! What do you think are the most common initials used in U.S. operating rooms today?

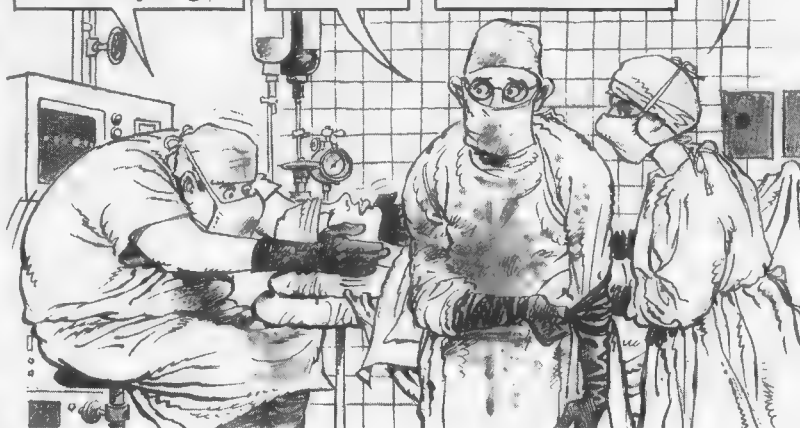
Oh-oh!  
That's them right there!



She's gone into a coma, Doctor! She won't snap out of it! We tried shock treatment . . . drugs . . . everything!!

There's one final desperate emergency measure we can take!

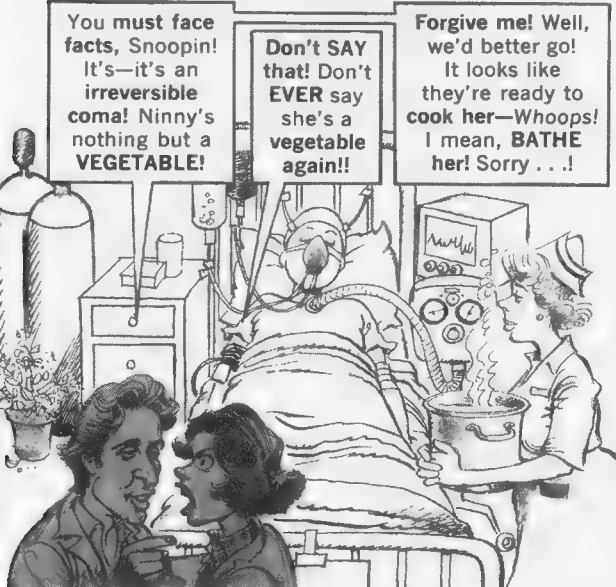
We already **SHOWED** her your Surgical Bill, Doctor! She didn't even bat an eyelash!  
My God! She really **IS** in trouble, isn't she!?



You must face facts, Snoopin! It's—it's an irreversible coma! Ninny's nothing but a **VEGETABLE!**

Don't SAY that! Don't EVER say she's a vegetable again!!

Forgive me! Well, we'd better go! It looks like they're ready to cook her—Whoops! I mean, **BATHE** her! Sorry . . . !



Bad news, Snoopin! Ninny's gone! We did all we could! Believe me, she's better off! She was a vegetable!

Dr. Harass, don't ever call her a vegetable again!!

Forgive me  
Sob . . . sob!  
I can't believe Ninny is dead!

Look at it this way! She's not really dead! She's merely gone to that Great Big Farm Stand In The Sky . . . Whoops! Sorry . . . !!



Excuse me! I was told that you might have my friend, Ninny, in here!

You bet! Her liver is here, her heart is on that table, her pancreas is over there! Golly, she was such a fun person . . . and now look at her!

I **WARN** you! Don't say what I think you're going to say . . . !  
Yep . . . that's Ninny . . . all over!!

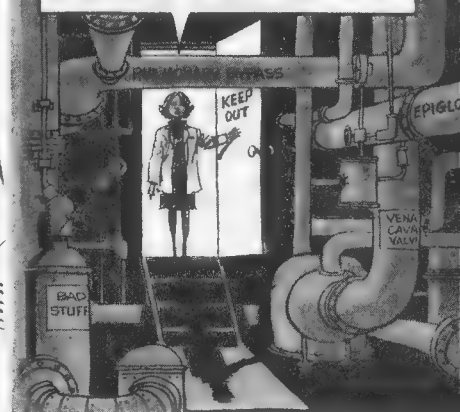


You SAID it!  
You SAID it!!

Psst! Doctor! I know what's causing the comas! Someone is using carbon monoxide instead of oxygen during anesthesia! Meet me in the Maintenance Room! I'll show you how they do it . . .

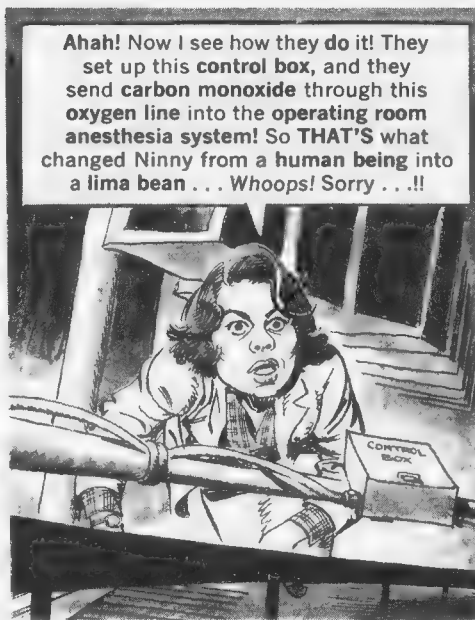


Carbon monoxide! I should have known! I've heard of people who have gone into moronic, trance-like states from carbon monoxide before! Why, there must be two or three million pedestrians in California **ALONE** . . . !!

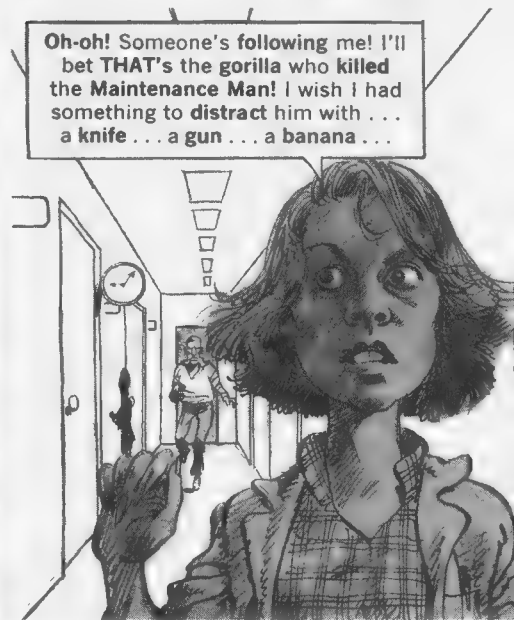




Oh, NO!! They got to him before he could talk! My God!! The last time I saw someone look like that was when a patient buzzed for a Nurse . . . and she CAME!!



Ahah! Now I see how they do it! They set up this control box, and they send carbon monoxide through this oxygen line into the operating room anesthesia system! So THAT'S what changed Ninny from a human being into a lima bean . . . Whoops! Sorry . . .!!



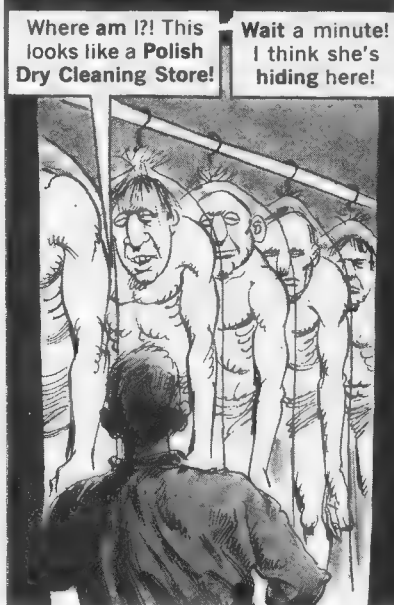
Oh-oh! Someone's following me! I'll bet THAT's the gorilla who killed the Maintenance Man! I wish I had something to distract him with . . . a knife . . . a gun . . . a banana . . .



I suppose that this ridiculously convenient fire extinguisher will have to do instead! Since this is like an Alice Hitchcock picture, anyway—I guess ANYTHING is possible!

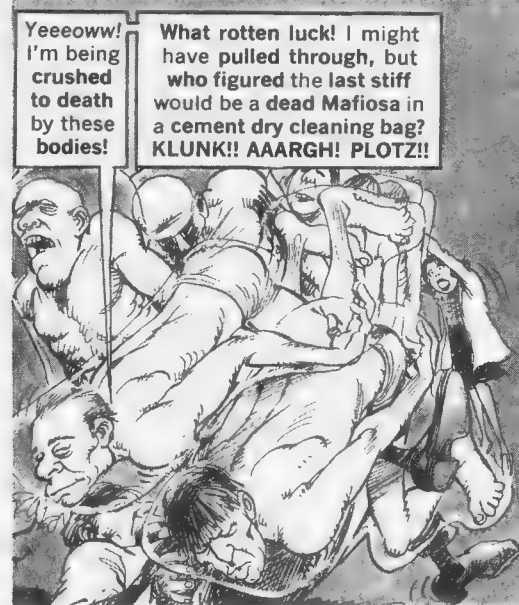
Not ALICE Hitchcock, dummy! ALFRED He's a MAN! You don't know your old movies!

Men are OUT now, Buster! YOU don't know your NEW movies!



Where am I?! This looks like a Polish Dry Cleaning Store!

Wait a minute! I think she's hiding here!



Yeeeww! I'm being crushed to death by these bodies!

What rotten luck! I might have pulled through, but who figured the last stiff would be a dead Mafiosa in a cement dry cleaning bag? KLUNK!! AAARGH! PLOTZ!!

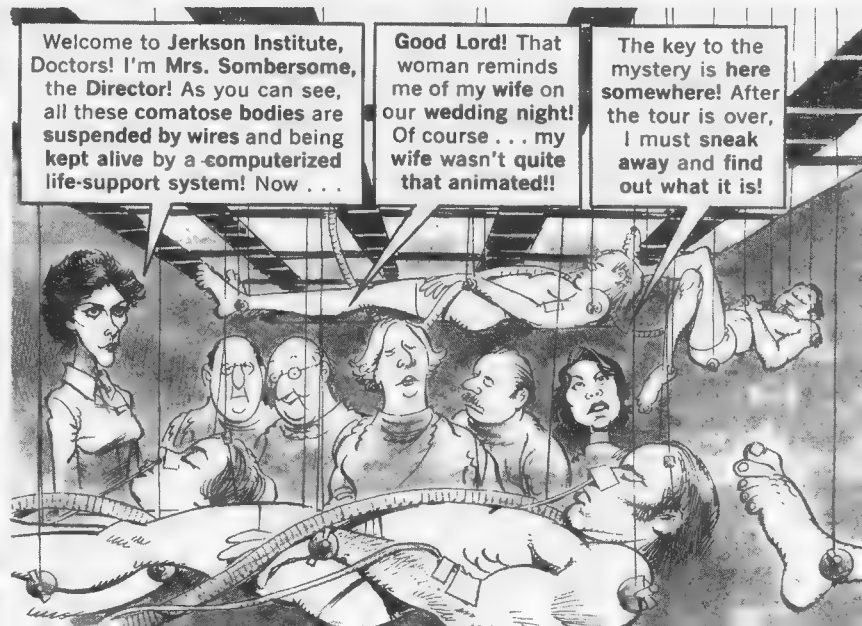


I have it! Proof!! Someone is putting the patients into comas with carbon monoxide, and then sending them to Jerkson Institute! YOU believe me, don't you, Mock?!

Of course I do! After all, our relationship is based on truth and mutual trust! Now, let me get you a jacket! It's chilly . . .

WHAT jacket?

A real neat two-button job with eight-foot wrap-around sleeves, you dodo bird!!



Welcome to Jerkson Institute, Doctors! I'm Mrs. Sombersome, the Director! As you can see, all these comatose bodies are suspended by wires and being kept alive by a computerized life-support system! Now . . .

Good Lord! That woman reminds me of my wife on our wedding night! Of course . . . my wife wasn't quite that animated!!

The key to the mystery is here somewhere! After the tour is over, I must sneak away and find out what it is!

Hello, transplant fans out there in closed circuit TV Land! We're back again with acres and acres of the most incredible body organs . . .

Now, here's a 1905 kidney—owned by a little old lady in Altoona who only used it on weekends when she had a glass of sherry! It's yours for just \$45,000!

And here's a real clean 1958 lung with factory air! Yes, sir, it belonged to a Foreman of the "Glade" plant! It's yours for only \$37,000!

And now, our Red Flag Special of the Week—a fantastic 1951 trachea! It's a steal at our low, low price of \$59,999! And it's guaranteed to suck wind for 6 months, or your money back!

So remember the name, "Madwoman" Somborsome, at the Jerkson Institute, where the Freeway meets Brookline! We honor all major credit cards!

Just as I thought! A USED PARTS LOT!



They've spotted me! I've got to get OUT of here! But HOW? Wait!! That AMBULANCE!

Step on it, Mike! We gotta deliver these human organs, and I have to make an extra stop!

Didn't you pick up your stomach and gall bladder in Seattle . . .?

Yeah, but I left my HEART in San Francisco!



Hey, Mike! Am I going crazy, or is there a BROAD riding on the roof!?

Oh, Man, these "New Women" are getting out of hand! Well, it looks like we're gonna have to make another extra stop!

You mean . . .?

That's right!! The Director of this picture needs a BRAIN TRANSPLANT!!



You can't butter me up with drinks, Dr. Harass! I know you're the one who's causing the comas and selling the organs, and . . .

Oh, God, I think you just drugged me and now you're going to operate on my appendix and put me into a coma, and . . .

Oh, God, which part of ME are you going to sell?

I was thinking of starting with your MOUTH!

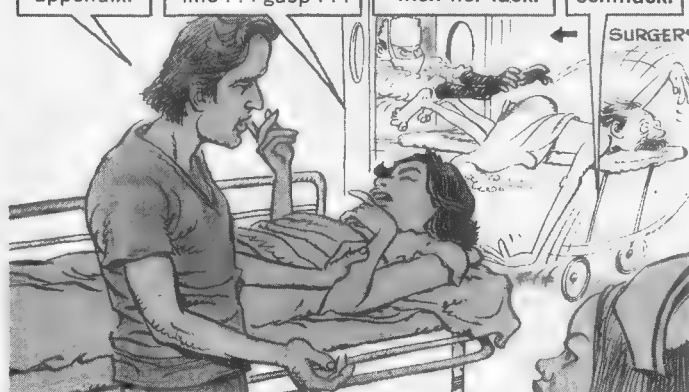


Isn't it wonderful?! Dr. Harass himself is going to remove your bad appendix!

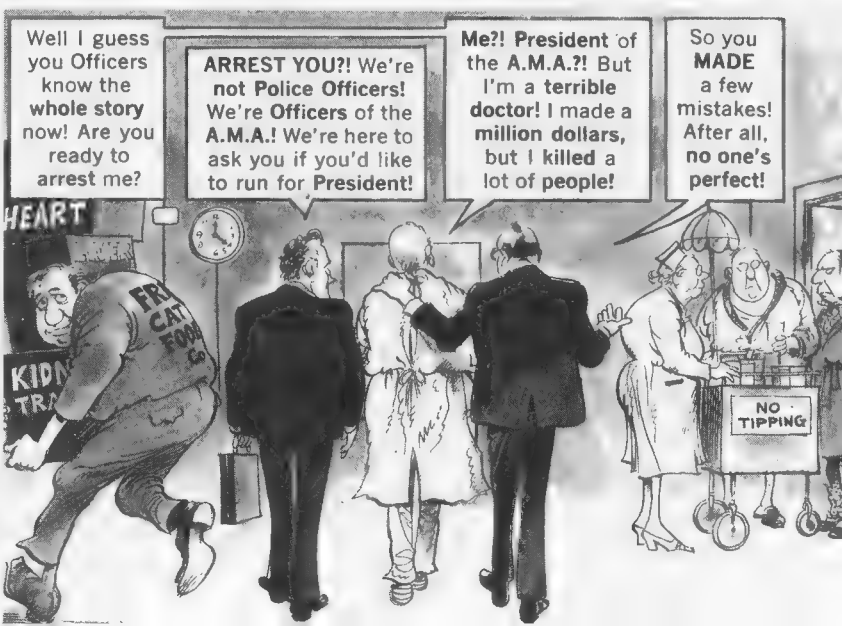
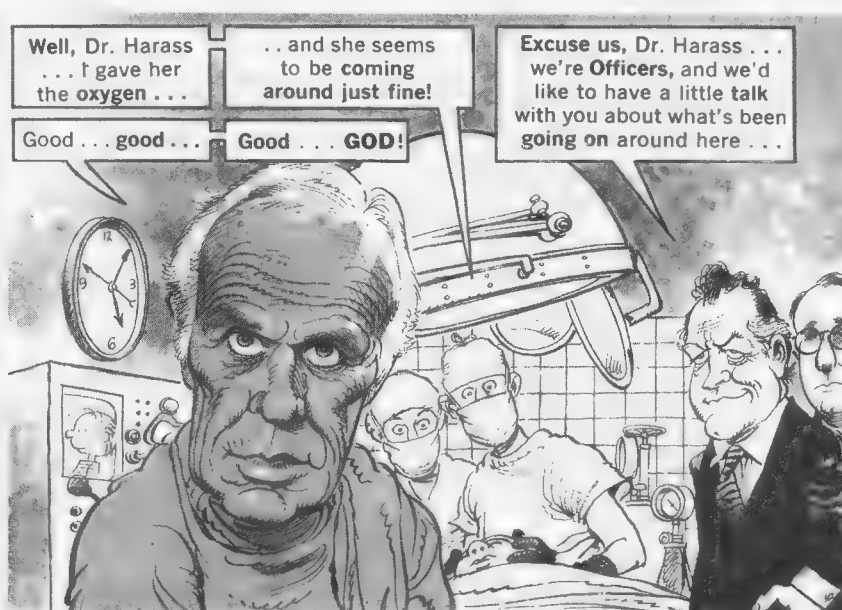
Yeah . . . gasp . . . and everything else . . .! Listen to . . . me, Mock! . . . The . . . gasp . . . the oxygen line . . . gasp . . .

Yes, honey! The oxygen's FINE! What ELSE are you trying to tell me? WHAT? Oh, I think she wants me to wish her luck!

No . . . I think she said you're a schmuck!







# SAVE MONEY AND RECEIVE FREE GIFTS! WHEN YOU SUBSCRIBE TO **MAD**

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**WHAT VOLATILE  
INGREDIENTS—  
NOW BEING  
FORMULATED—  
ARE SURE TO  
CAUSE FUTURE  
CATASTROPHES?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

It's always a mystery why human beings are constantly developing new formulas guaranteed to cause future disasters. To find out what one such formula is, fold in the page as shown at the right.



**FOLD PAGE OVER LIKE THIS!**

**A**

**FOLD THIS SECTION OVER LEFT**

**B**

**FOLD BACK SO "A" MEETS "B"**



**RESPONSIBLE SCIENTISTS EVERYWHERE ARE  
AFRAID THAT CHINESE, RUSSIAN, ARAB, OR AMERICAN  
RADICALS WILL ACQUIRE DEADLY WEAPONS. A SPECIAL  
POLICE FORCE IS NEEDED TO CONTROL THESE ENEMIES**

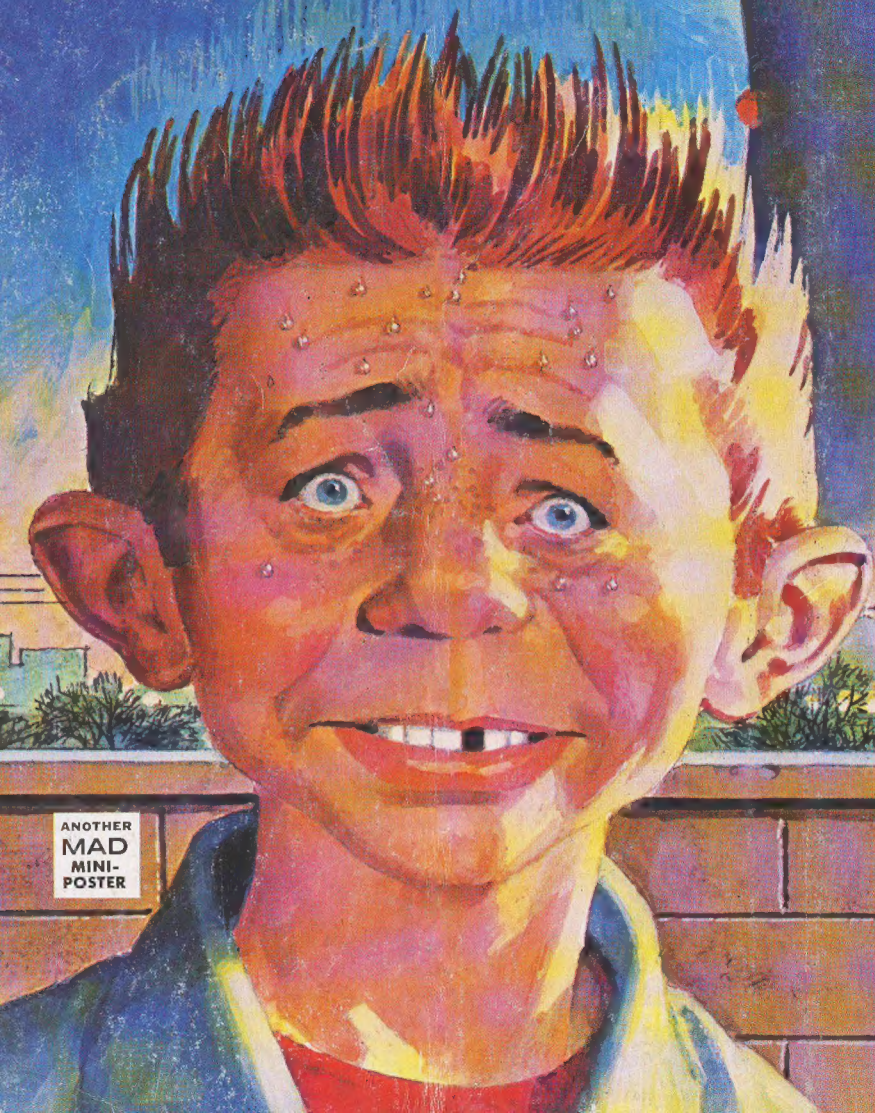
ARTIST & WRITER:  
AL JAFFEE

**A**

**B**



**YES...ME  
WORRY!**



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POSTER

NUCLEAR  
POWER  
PLANT

Norman Mingo

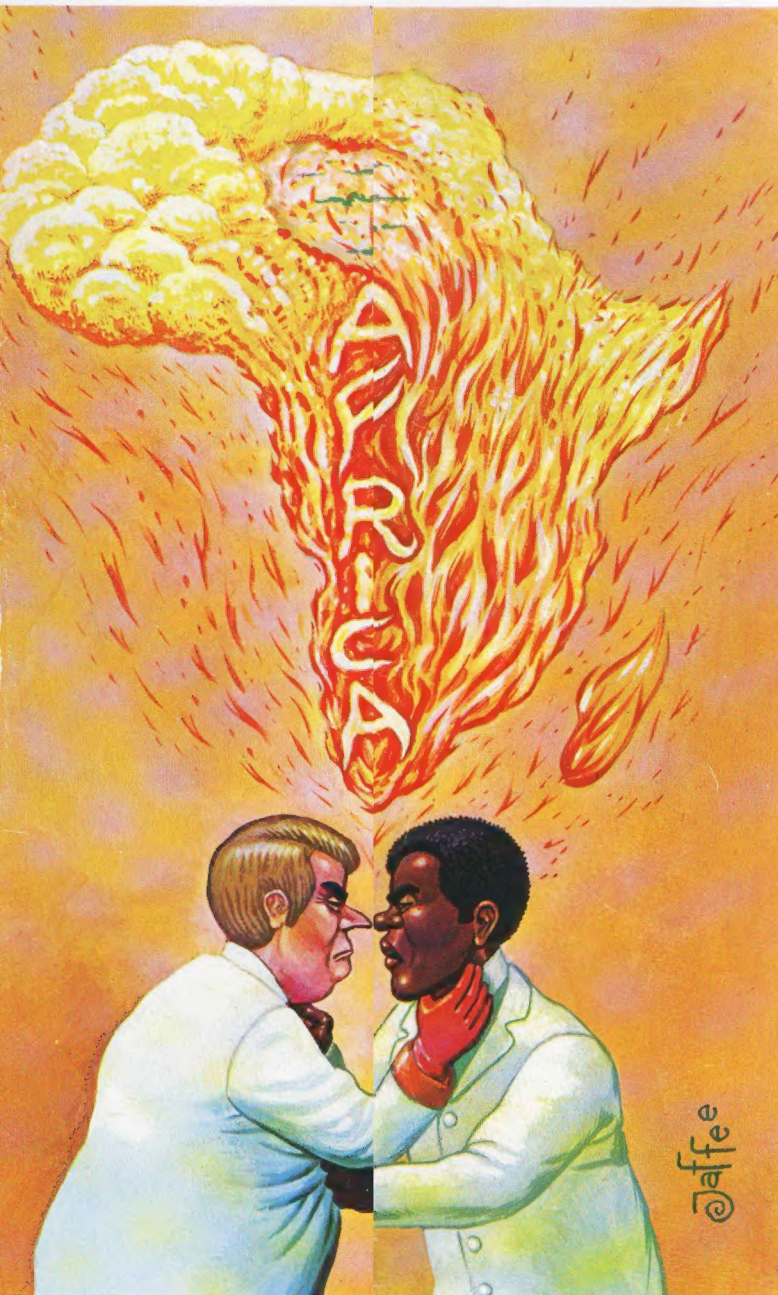


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**A+B** FOLD BACK SO "A" MEETS "B"



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**AFRICAN  
RACIAL  
POLICIES  
A+B**